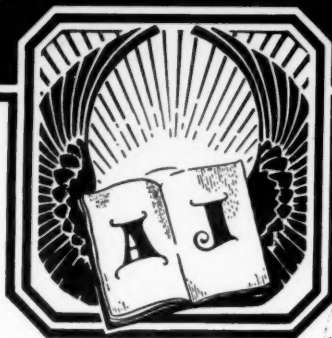


The AUTHOR & JOURNALIST

HOW TO WRITE

WHERE TO SELL

SEPT.



1935

20 CENTS



Further Notes on the Detour Theory

By SEWELL PEASLEE WRIGHT

Getting Through the Story Filter

By ARTHUR HAWTHORNE CARHART

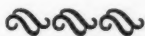
What Happens to Your Manuscript?

An Editorial Symposium on the
Handling of Submitted Material

Quarterly

HANDY MARKET LIST

More than 700 Magazines, their Requirements, Rates,
and Methods of Payment



LITERARY MARKET TIPS—TRADE JOURNAL DEPARTMENT—PRIZE CONTESTS

Official Organ: The American Fiction Guild; The National Association of Business Writers

"MY LIBRARY OF BOOKS ON WRITING TECHNIQUE HAS HELPED ME TREMENDOUSLY," Declared an Author & Journalist Subscriber, a Nationally-Known Writer.

ANY writer who will form the habit of buying at least one standard book, relating to the writing art, each month, will find his knowledge of his art enriched, and, as he applies principles and methods learned, his skill increased and, soon, his sales. It is the exceptional successful writer who does not owe much to the textbooks of his craft.

The Author & Journalist Book Department recommends the following books which have helped thousands of writers.

THE SHORT STORY CRAFTSMAN, by Hattie Horner Louthan, 300 pages. The outgrowth of twenty years' experience in training men and women for authorship. Scores of successful students testify to the soundness of the author's doctrine. Each chapter so packed with advice and suggestion that it is a boiled-down text-book in itself. 25 chapters, each with syllabus, questionnaire, examples, drill, citations; outlines, and cross-index. Invaluable both for class work and for the student studying at home. Cloth, \$2.50.

THE PROFIT IN WRITING, by Lawrence D'Orsay. A "how to do it" book covering all angles of fiction writing. Has been described as a complete guide to successful authorship. Treats of the business side of writing as well as the technique. Cloth, \$3.00.

HOW TO WRITE FOR RADIO, by Katherine Seymour and J. T. W. Martin, 252 pages. The standard text on the subject. Beginning with Chapter 1, "Opportunities for the Radio Writer," the authors, with long experience in the preparation of radio continuities, continue with specific instructions and examples. A valuable tool for all who aspire to write for the new and promising field of radio. Price, \$3.00.

STORIES YOU CAN SELL, by Laurence D'Orsay, 210 pages and index. This new book by a well-known fiction critic and coach follows a new pattern. It is a volume of collected stories of various acceptable types with explanatory analyses, showing how plots may be obtained and stories written by the reader. Price, \$3.00.

THE THIRTY-SIX DRAMATIC SITUATIONS, by Georges Polti, 181 pages. This standard work on plots has been a guide to hundreds of writers. Each of the thirty-six fundamental situations with which the fictioneer must deal is analyzed, and helpful suggestions are given. Price, \$1.50.

WORDS TO WRITERS, by Mable Hinkhouse. Especially recommended for beginners. Thirty-two pages of practical instruction, including chapters on manuscript preparation and submission, as well as fundamentals of technique. Big value for 25 cents.

THE GRADUATE FICTIONEER, by H. Bedford Jones, whose phenomenal success as a writer of adventure fiction is almost without parallel. 126 pages. Bedford-Jones reviews his own experience, and imparts formulas and methods without reservation. Valuable for any fiction craftsman, indispensable to any writer in the adventure field. Cloth, \$1.50.

PLOTTING THE SHORT STORY, by Culpeper Chunn, 82 pages. Here is another book for which the writer who finds difficulties in building strong, plausible, interesting plots will fervently give thanks. Thousands of copies have been sold. Price 50c.

TRIAL AND ERROR—WRITING AND SELLING, by Jack Woodford. A book on writing that is startling, spicy, and as entertaining as a novel, by one of the most prolific authors of today. Woodford delights in revealing "tricks of the trade" and debunking moss-grown concepts about writing. As packed with laughs as it is with instruction. Cloth, \$3.00.

HOW TO WRITE STORIES THAT SELL, by Clyde B. Clason, 102 pages. Many thousands of copies have been sold of this book, perhaps the most popular condensed exposition of practical fiction writing ever offered. The comprehensiveness of the text is suggested by the chapter titles, which begin with "Why Editors Reject," and, "Characteristics of the Short Story," and continue with chapters devoted to plot, character drawing, dialog, scenic background, and many other important phases of the subject, concluding with, "How to Sell Your Story," and, "What Editors Want." Cloth, \$1.00.

CONSCIOUS SHORT-STORY TECHNIQUE, by David Raffelock. Boards, 87 pages. In this book, Mr. Raffelock, associate editor of The Author & Journalist and director of the Simplified Training Course, has written an admirable text on that basic problem of the fictioneer, creating effects. A fresh discussion of "action," demanded by so many editors, is a feature. Price, \$1.00.

START BUILDING YOUR PROFESSIONAL LIBRARY TODAY. Order One or More of the Above Books. Ten Per Cent Discount Given If More Than One Book Is Ordered at a Time. With Any Book Order Amounting to \$5.00 The Author & Journalist Will Be Sent for One Year Free. (If You Are a Present Subscriber, Your Subscription Will Be Extended.)

Accompany Your Remittance (Check or Money Order) With Ten Cents Postage for Each Book. Address—

AUTHOR & JOURNALIST BOOK DEPARTMENT
1837 Champa Street, Denver, Colorado

THE AUTHOR & JOURNALIST MANUSCRIPT SALES AGENCY

Has prepared an unusually helpful leaflet entitled

WHAT EDITORS WANT

A copy will be mailed to you on request.

The Author & Journalist, 1837 Champa St., Denver, Colo.

Have You Bought Your Copy of This
Great Book for Writers?

THE GRADUATE FICTIONEER

By H. BEDFORD-JONES

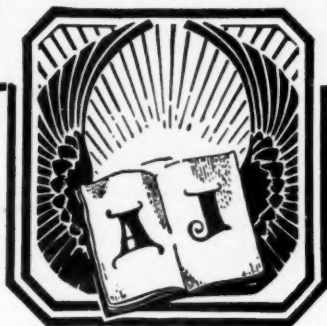
\$1.60 postpaid

Author & Journalist Book Service
1839 Champa St., Denver, Colo.

THE AUTHOR & JOURNALIST

WILLARD E. HAWKINS, Editor. JOHN T. BARTLETT, Business Manager. Associate Editors: David Raffelock, Harry Adler, Frank Clay Cross, Thomas Hornsby Ferril, John T. Bartlett, Doris Wilder.

Official Organ, The American Fiction Guild.



VOL. XX. NO. 9

Published Monthly at 1837 CHAMPA ST., DENVER, COLORADO. Single copies, 20 cents; \$2. a year in advance; Canadian and foreign, \$2.50 a year. Advertising rates on request.

Official Organ, Nat'l Ass'n of Business Writers.

SEPTEMBER, 1935

CONCERNING EARL W. TAYLOR

As the editors were gathering material for the March Annual Forecast Number of *THE AUTHOR & JOURNALIST* early this year, an unsolicited article bearing on the motion-picture situation came in through the mails. It was signed by one E. W. Taylor, and since Mr. Taylor was a stranger to the editors he had taken the precaution of accompanying the article with a formidable list of references—the names of prominent Hollywood producers, story editors, banks, and others.

The article gave an interesting picture of the treatment accorded manuscripts in the Hollywood studios. It appealed to us as appropriate material for the Annual Forecast issue, and we accepted it, on condition that the author should supplement it with a list of the Hollywood producers. The list was immediately forthcoming.

Shortly before the deadline for the closing of forms, an advertisement (also unsolicited) from Taylor was submitted from one of the outstanding advertising agencies of the country—an agency whose handling of an account is in itself practically a guarantee of the reliability of a client.

After the article and advertisement had been published, disquieting reports concerning Mr. Taylor and his methods began to come in. These reports caused us to investigate Mr. Taylor's references. Some of the prominent persons whom he had named disclaimed any personal knowledge of him; one or two replied unfavorably; most were non-committal. It must be added, however, that two or three wrote endorsing him.

Recently, two suits have been filed against Mr. Taylor charging fraud—one by Hilda Parvey, who asserts that he bilked her of \$110, and one by Nan Key, who claims that she was defrauded of \$90. Early in August, Taylor made a plea to the Superior Court that he be sent to the psychopathic ward for examination. The request was denied but he was given an oppor-

tunity to present more evidence to substantiate a plea of insanity.

This is the story. Readers who know the attitude of *THE AUTHOR & JOURNALIST* toward literary racketeers have kept us fully informed of recent developments. To those friends who have reiterated their confidence in us, we extend our appreciation. Toward those anonymous correspondents who seem to derive a species of joy from the fact that a magazine which has consistently tried to protect readers from literary fakers should have made a seeming error in judgment, we hold no rancor, even though it is difficult to understand their viewpoint.

We certainly shall not deviate from our policy of exposing literary racketeers because of this unfortunate incident. On the contrary, we shall endeavor to redouble our vigilance.

One thing more, while we are on the subject. Those who approve *THE AUTHOR & JOURNALIST*'s policy of fearlessly exposing the exploiters and the racketeers are legion; but there exists a minority which does not approve. The most familiar argument of this minority is: "By exposing the racketeers, you cause readers to lose faith in all literary services."

The sincerity of this argument is open to question. Still, even assuming that it is not actuated by ulterior motives, the argument could logically be extended to the condoning of all crime. We know of nothing more likely to result in the utter discrediting of honest business than allowing crooked operations to thrive unmolested. Showing up the methods of racketeering concerns in *THE AUTHOR & JOURNALIST* has, in the past, accomplished great good. It has directly or indirectly put several of them out of business. More important still, it has saved an untold number of writers and aspiring writers from being victimized.

There are dangers in our policy—dangers which we realize full well. Not the least of these is that when complaints are made against one of our advertisers, the condemnation is

doubly severe. (The fact that other writers' magazines carried Taylor's advertising was accepted as a matter of course.) Like Caesar's wife, a magazine that seeks to purge the field it represents of unscrupulous elements should be above reproach—and unhappily we are subject to human errors of judgment. Nevertheless, fully realizing all the risks, we shall continue to carry on.

COMING SYMPOSIUM

As we intimated before, Sewell Peaslee Wright's article, "Sneaking Up On the Slicks," in our June issue, brought a world of comments. The task of digesting them has been both interesting and difficult. To publish all of the comments would mean devoting more than one issue of the magazine solely to this subject—which might be considered as overdoing it. However, readers undoubtedly will relish a cross-section of the debate, and to this end we are arranging what might be termed a symposium. Extracts from letters representing divergent viewpoints will be gathered together for the next issue of *THE AUTHOR & JOURNALIST*.

We tried to shift the task of working up this symposium onto the shoulders of Mr. Wright, but he gracefully stidestepped, explaining: "It seems to me not quite fair, since I am one of the interested parties to the debate." So the job is up to the editor. Incidentally, after reading the correspondence, Mr. Wright added:

"It's pleasant, writing for A. & J.; I never knew that work of this sort could be so enjoyable. Your subscribers are the warmest partisans I've ever written for, in a somewhat lengthy and certainly varied career. If they like something, they go to town to tell you so; if they don't, they pitch in in a most refreshing manner. Being reasonably human, I like the letters of appreciation most, but I profit more by reflecting upon the remarks of those who

disagree with me. I should think that editing your book would be a whale of an interesting job."

Don't think it isn't!

DEAD LEVEL

The editors of *THE AUTHOR & JOURNALIST*—and they probably are not unique in this—always feel gratified when a published article draws a return fire of controversial letters. Publication only of material with which no one can disagree is a certain way to achieve mediocrity.

One of the country's great editors, it is said, made a practice of asking members of his staff what they thought of each issue when it came from the presses. Finally there came an issue which met the complete approval of the staff, each member of which enthused over every article and story in the issue.

Instead of considering that issue an achievement, the editor immediately called a conference. A grave situation had been revealed. Such a thing must never happen again. "When we have an issue of which everybody approves, I know we have reached the dead level of mediocrity," he declared.

Yet who has not had the experience of receiving a manuscript back from an editor with a comment such as this: "Several of us like this story immensely, but there is one negative vote; therefore, according to our rule that members of our editorial staff must approve a manuscript unanimously before it can be accepted, we regret that it must go back." And so the manuscript with real individuality goes back, while one nearer the dead level of sameness on which all can agree is retained.

"That material is best over which they fight the most," declares Chauncey Thomas, veteran writer and editor. And we are inclined to suspect he may be right.



HOPE

By C. B. LESSIG

DOWN they flutter, flutter, flutter—
Seems I'm always drawing blanks—
Like the snowflakes in December,
Manuscripts "returned with thanks."

Let them come back! There are others!
Still my fountain pen shall flow;
In the woods the spring arbutus
Blossoms underneath the snow.

FURTHER NOTES ON THE DETOUR THEORY

. . . By SEWELL PEASLEE WRIGHT



Sewell Peaslee Wright

A GOOD DEAL of correspondence and comment resulted from the publishing of my little article on "The Detour Theory of Plotting." And not a few questions were asked, then and subsequently.

It is the purpose of the present paper to take up several points which have promise of more or less general interest, and perhaps to make the idea more useful and practical for many of my readers.

A recent letter from California brought up the question of using the Detour Theory in plotting the short short. Could it be done, and if so, how, the young woman wished to know.

Before pointing out just how the Detour Theory may be so used, it seems fitting that we make a cursory study of the short short, so we may know exactly what we're doing when we alter our Detour Theory "map" for the present purpose.

My conception of the short short is that it is (usually, and in effect) a full length ending, preceded by a clever synopsis of the beginning and middle of the story, or with these elements presented in cast-back form.

Shouts of "No! No!" will now be heard. That's OK here, brothers and sisters of the craft; you're welcome to your ideas, and I trust I'm welcome to mine. You go ahead and write a little article of your own . . . but let's not argue. It's awfully hot, just now, here in central Illinois.

If you're still with me after our little digression, let me go on with my ideas. As I conceive the typical short short, it starts, not at "B," with a view of the basic motivation confronted by the basic obstacle, but with the situation so graphically indicated by the "Bam!" in the chart which accompanied the article and is reproduced on the next page.

We hope that the thousand and one persons who have called our attention to the fact that we got the names of Mr. Wright's stories switched in our August announcement of this article saved their copy of Pictorial Review in any event. Herewith is published his original plot chart—according to the Detour Theory—and an analysis of various applications of the theory. For the sake of clarity, the original Detour Theory map originated by Mr. Wright is republished.

Then sufficient of the story is recorded to give a bit of background, and to help round out the characters into third-dimensional reality. The story then slides back to the "Bam!" point and proceeds from that point in about the same tempo and form we would utilize were we writing the same story in full-length wordage.

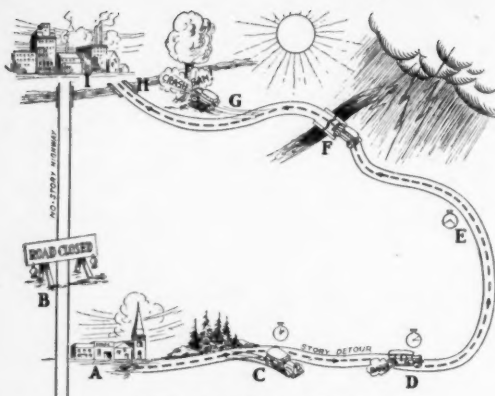
There's another possibility: we may start at "B," develop "A" as we would in a full-length yarn, and then skip, with merely a synopsis, to the "Bam!" point. I believe, however, that the first method is the one which will be found the more practical.

Now, if you'd like to try out the theory, here's what I'd suggest: take some regular-length story of your own, which you believe to be good (one with an ending of which you are proud) and re-write it, opening with the situation, near the end, where all seems lost. Cast back promptly to develop your characters (eliminating all those except the most essential) and to place your reader in possession of the absolutely basic facts. Then hustle back to the "Bam!" scene, and carry on as you did in the original, making only such changes as are necessitated by the lopping-off process involved in cutting the beginning and middle of the story, and by the fact that you should be well under 1500 words when all the returns are in.

I'll make you a little bet on the side that this practical experiment will convince you the theory's OK, and that you can write good sound short shorts by using this plan, either starting from scratch, or in salvaging old material which has refused to go in its original form.

Another question which has come up several times is this: "Why have the first element labelled "B," instead of "A?" I find it confusing."

The thing was done with malice aforethought. I have observed a general tendency on the part of many tyros to tell their stories in purely chronological order; a mode of procedure which appeals to the logical mind. You know, and I know, that such a story is almost certain to start slowly, and that in order to get the so-called narrative hook into our opening lines, it is quite essential, ordinarily that we



The Detour Theory Chart

depict conflict: motivation struggling against, or at least in opposition to, our obstacle.

In order to emphasize the imperative necessity for proceeding in this fashion, I used "B" as the opening point of the story, this making it fairly obvious, I think, that while the story opens, chronologically, at "A," we start to tell our story at "B." It's a little thing all of us know, and *all* of us are prone, too prone, to forget to put into practice all the time.

More often than any other question have come variations of these: "Do you actually use the Detour Theory yourself? What stories of yours have been written this way? Do you write entirely by the aid of this idea?"

In general, let me say that if I hadn't tested out the theory, and found it practical, not only in my own work, but in aiding a number of other persons who have used it, under my observation, I wouldn't have passed it on to you. I don't like a bum steer myself, and I'm inclined to be cagey about handing out advice unless I'm pretty sure it's sound.

I do *not* write entirely by the aid of this device. I suppose a very large majority of my stories, and of all published stories, could be shown to conform to the basic principles of the Detour Theory, although they were written with no thought of this theory in mind.

On occasion, however, I do use the device, just as I suggested that you use it. A story of mine, "The No-Man," in the August, 1935, issue of *Pictorial Review*, was plotted in just that fashion. Our good friend, Editor Hawkins, asked me to illustrate these remarks with the original "map" of the story, and I've taken him at his word.

Some little idiosyncrasies of my own appear here without alteration. I have a habit of calling my lovers, in this type of story, Jack and Jill. This enables me to keep straight in my mind the characters who are going into a clinch at the end, long before the story has been turned over in my mind sufficiently to make my characters living beings.

I ordinarily give considerable thought to the names of my characters, and so this device serves another purpose: it permits me to get my basic plot down without the preliminary work of naming everyone in the story. You'll have no difficulty, I'm sure, in identifying the various characters in the rough draft with the characters in the finished story, if you care to make the comparison.

The character Jack, I knew. I've often wondered about him. So I made his peculiar disposition the major obstacle of the story . . . which I think is quite logical. The rest is pure invention, of course.

Given this obstacle, what course could the girl pursue? Having determined that, we have the other elements of the story to take care of, which we have done with a number of incidents, as you'll see. The girl's method of winning her man is quite obvious; the story is developed in a rather high key, in order to make it jibe with the type of material utilized.

The sharp-eyed among you will say "Ah-ha! He hasn't conformed to his own map at all. The letters aren't right."

Well, I'll admit it . . . and I'll remind you that the original article pointed out the fact that the letters assigned to the map are purely arbitrary. They change constantly, according to the number of minor predicaments which are included in the story. So let's not worry about that, please.

You'll find it interesting, perhaps, to see how closely the finished story conforms to the

TITLE: *The No-Man* *Finished 10/14/34*

B. Jack's own inhibitions regarding the state of matrimony.

A. Jack and Jill work in the same office, and Jack is ripe to fall in love with her. She cares a great deal for him, and is secretly determined to have him — but she lays her plans carefully.

A. to C. Jack, alarmed by Jill's comments on matrimony, and afraid she is going serious on him, is nevertheless inveigled into a double date with Jill and another couple, Walt and Janice. Walt is an old flame of Jill's, and Janice is a flip modern who emphatically thinks as far Jack does about marriage. Jack gives Janice a play, and Walt monopolizes Jill. This is all to the mustard, Jack convinces himself, but, after seeing Jill home, he quarrels with her about Walt. She gives him as good as he sends, regarding Janice, and

C. They wind up on the outs.

C. to D. Jack, to show Jill how little it all matters, gives the modern Janice the rush act. Janice responds to treatment. She is particularly bitter about love in a cottage, and after a while, Jack learns why. Walt has been trying to get her to marry him, and quit work — to live on a shoestring. However, after being away from Walt for a time, she tumbles to herself and

D. She suddenly tells Jack she's going to marry Walt, and does so. Jack feels very bitter and decidedly "let down".

D. to E. With cautious coition, Jack approaches Jill again. To his surprise, she greets him with open arms. Says they should get along fine in the future: she now feels as he does about matrimony. Just look at Walt and Janice: two silly young fools tying themselves down to drudgery. Look at the chiselling Marie Tate, look at old G.O., the boss, playing around with a department store buyer, look at — and so on. Jack is delighted; now they can safely be pals. But as time goes on, her agreement with him palls; he tries to get her to argue about at least one phase of the subject, but she agrees with everything he says about the horrors of matrimony. He begins to look water; she chides him. He insists that there are possibilities in matrimony; take themselves for example. She floors him with

E. "You're not by any chance proposing to me, Jack?"

E. to F. He flounders on that one; finally admits he ~~was~~ proposing. She feels his forehead, to see if he has a temperature. He resents that. They argue. Jack wins the argument. They clinch. ~~Something~~ *What* dated, he wonders aloud what's happened to him.

F. "I can tell you," says Jill sweetly. "You needed someone to argue with. Argument is the breath of life to you. ~~So~~ *So* argue about everything. When I tumbled to that, I just agreed with you, and you snuggled sides. Elementary, my dear Watson, elementary!"

"Then you —"

"But Jill doesn't give him a chance. "Kiss me!" she says. "We'll have years and years to argue about that, but there'll never be another moon so gorgeous."

Detour Map of "The No-Man"

basic plot mapped out here. You may be interested, too, in noting slight departures.

It is pertinent, also, to point out how detail starts creeping in as the story "warms up," even in the brief synopsis. At first we have only bare facts; as we proceed, detail appears, and characters start talking. I find this to be invariably the case; another proof that the way to get a story going is to start *writing* it.

There are other points, but this is already a long paper.

I will let myself in for future trouble by saying this, however: if there's anything about the Detour Theory which isn't clear to you, or if you have had any experiences with it which seem interesting, drop me a line in care of THE AUTHOR & JOURNALIST. If you have a question, I'll be happy to try to answer it. If you have an idea . . . who knows?

I might get enough of them to make still another article which might prove of interest and value.

GETTING THROUGH THE STORY FILTER

. . . By ARTHUR HAWTHORNE CARHART

Every year Mr. Carhart makes a trip to New York. Usually he brings back some lively, unusual message gleaned from his contacts with the pulp editors or from the book publishers or slick magazines to which he sells. This article presents a new slant on a problem that frequently troubles authors. Incidentally it gives added significance to the editorial symposium which follows.



Arthur Hawthorne Carhart

pow-wow I've had on this trip to New York."

Jack Byrne smiled.

"Sure," he agreed. "Go ahead."

"I wish—" Byrne had said, as we swung into this medicine talk—"I wish it were possible to make the authors see that the people they have to get by are the readers on our staff. Those are the ones to get by; not the editor."

But, it developed, that group of readers who take the first shock of reading do not follow their own story noses. They follow the "formula." It is they who make that formula; not the editor. And the pattern to which they hold up every story coming in is *what they think the editor wants*. That is based on what has pleased the editor in previously accepted stories.

The iron-clad formula is a creature of the reading staff. One story comes in that the editor likes; another like it; a third. From that time on, the search is for manuscripts that "conform." With each one accepted that does

fit the rigid lines thus forged, the formula becomes more fixed and inflexible.

WHEN I dropped in to the office of Fiction House to see Jack Byrne, I intended to stay only a few minutes. Instead we talked for two hours. And as I finally left, I popped my head back in to ask: "Byrne, would you mind if I put our talk into an article for THE AUTHOR & JOURNALIST? It's the most interesting

fit the rigid lines thus forged, the formula becomes more fixed and inflexible.

"It's a physical impossibility," said Byrne, "for me, or any other editor, to read all the manuscripts coming in here. It would take eighteen hours a day, solid, for me to go through them. So, what's the alternative? Readers, of course. And then this happens."

"And you certainly miss stories that you, as editor, would read and like if sent up to you."

"Sure. Sure we do. But all the time these readers are trying to sort out what they *think* I like. Because I've liked others similar. When one of these good stories that I might like is slammed back to the writer, it means that the filter group—the readers—do not believe it fits the pattern that they think the editor wants."

It's a problem, Byrne agreed, this fixation of formula in the "filter group" and their inevitable adherence to that scheme of story which they think the editor wants. It's a problem for author, for reader, for editor. Many good stories clog in the editorial-office filter. The readers cannot be blamed. They're hired to sort out what the editor wants, and that's just what they try to do, basing their sorting on what has been taken before. And that fixes the "formula." The deadly formula. More fixed with every acceptance of a "typed" story.

There comes a time when the best authors, in subconscious or open revolt, break from the formula and get rejections. Or they repeat and repeat and repeat until the reader says, "Oh, God, another horse opera by Jim Jenkins!" And if the reader has read that same story twenty times before, some day he says to the editor, "Jenkins is going punko; migod, he's rotten." And the editor says: "Migod, have you noticed

that, too? Send the damned thing back! we've printed it twenty times already."

Then the writer slips into hell. He's given the editor just the pattern prescribed. It may be a better story than the first, over which the editor went hurrahing through the corridors. But the deadly pattern imposed by the inflexible filter has finally *killed* that story, and will admit no other! Grief, travail, despair, heartache, for editor and star writer, follow. Until one day there comes a story that strikes fire with the reader, the editor, everyone.

"Jenkins is hitting again!" they exult. "He's hit his stride again."

The chances are that in reality something has happened in the editorial office itself to change the pattern outlines. Jenkins has happened to fall in with the new formula, so gets started on the upward swing again.

"It happens with every author coming into any editorial office regularly," mused Byrne. "And it's terrible; it's grief. It just takes the heart out of a writer. There should be some way to avoid the tragedy of it."

It all comes down, he agreed, to that cast-iron pattern that forms, in spite of editorial watchfulness, in the "filter group" of the staff readers.

I don't know that I have ever seen this problem dragged out so that author, reader, and editor could view it as their compound problem. But there it is. It is something for every author-reader-editor combination to lick.

A formula exists in every editorial office; it does, because readers remember what the editor has liked in other stories, and in spite of themselves, select with those past acceptances in mind. And its offspring is this "gone stale" cycle suffered by the conscientious author.

"I try religiously," said Byrne, "to go, once a week, into every last manuscript that comes in on a certain day. I pick up a new story—a whacking good yarn that does not fit the cast-iron pattern. I ask my readers why they didn't grab onto it. Just that much the pattern is changed and made less rigid. But with all we can do—my readers and myself—the pattern does become rigid; and this terrible descent of good authors into the depths results from it."

The existence of "formulae" has been admitted and denied. Almost every editor revolts at the idea that there is some fixed form into which stories accepted for his magazine must

fit with reasonable snugness. Readers, too, probably feel a sense of revolt. Authors certainly do; wild revolt. But they dare not write other than "formulae," until they finally "go stale."

The answer? I can't give it. But as I have thought over that illuminating session with Byrne I have had some slants that may help.

There are two old-time pulp magazines that are less "formalized" than most others. They have survived—*Blue Book* and *Argosy*. They always have rated "tops." With them the *story* is the thing. If it hits as a *story* it is held out from the unrush mail. Suppose an editor should go into his readers' lair and say, "Fellows (or gals), you know our general field; the general type we want. Keep that in mind, of course, but for God's sake, find me *stories*!" This cast-ironing of pattern, this deplorable skid-to-hell of the staling writer, might be avoided, the magazine might benefit tremendously, by the freshness. No lowering of standards; just an insistence that the story must be good as a story.

Probably most editors do, within the limits of their opportunities, just what I have suggested.

As for beginning authors, don't let a rejection by the "filter" group floor you. If you have a cracking good yarn, it somehow will force its way through to recognition even though it is not wholly conformative. And you older writers, who run into a series of rejections after a series of acceptances, maybe this will clear the way for you. You can labor through that inevitable low swing to the up-rise when they will say: "Jenkins has hit his stride again!" Or you can jump the track, write what you jolly well please, let your editor have first crack at it, and sometime, right sudden, you're going to hit him hard, very hard, with something fresh—and you'll help him to form his new formula!

It's a part of the job, facing the formula, working through the "filter group."

I think all editors will agree with me, that if you have a story that really is a story, and it is well told, with wallop, power and beauty, and comes somewhere near the *general* form of your market, it will hit in spite of everything.

Probably that is the final insurance for the writing man, the reader, the editor; to have stories come in that just can't be rejected merely because they don't fit the formula.

THE WAGES OF SIN

By PHILLIS B. MORDEN

Transgress,
Confess
Success!

WHAT HAPPENS TO YOUR MANUSCRIPT?

. . . **An Editorial Symposium on the Routine of Handling Submitted Material.**

AN AUTHOR & JOURNALIST subscriber suggested the theme of the following symposium. "Why not get some editor to tell us just what happens to a manuscript, from the time it enters the incoming mail bag of the publishing house, to its final disposition?" he suggested. "Who first passes on the manuscript? Are comments made by each reader and sub-editor and passed along from one to the other? Who makes the final kill of a yarn—or the final decision in its favor? Is there any special inducement for an assistant to discover promising new writers?"

The only drawback to carrying out this suggestion was that if we induced some one editor to answer these questions, they would apply to his house and to his alone. The thing to do, then, was to write to a representative number of editors and get each to answer the questions. We did this. Most of the editors answered and their answers follow. We think they are very illuminating and that they surely tend to give a composite picture of what occurs to that manuscript of yours in the editorial office.

THE FRANK A. MUNSEY COMPANY

(Publishers of Argosy, Detective Fiction, All Story, and Railroad Stories.)

Here is the procedure of handling manuscripts in our office:

Manuscripts are forwarded to a special department where a record is made of title, author and return postage enclosed.

Manuscripts are then sorted and passed on to the associate editors of the magazines to which they are addressed. Each magazine has two associate editors, and in every case both associate editors report on the story.

If a favorable report is given, the manuscript is passed to the editor for his approval or disapproval. Associate editors are always on the lookout for new and promising writers. In cases where both associate editors find a manuscript unacceptable the manuscript is rejected and returned to the author. A record of the rejection and a report on the story is filed with the original wrapper in which the story was received.

Where there is a difference of opinion by associate editors on the acceptability of a manuscript, the manuscript is passed to the editor. If the editor finds the story acceptable it is passed through for payment. Where there is uncertainty regarding the merits of a manuscript sent by a well-known author, the manuscript is passed to the executive editor for his final decision.

If a new author has a story accepted and has never

had anything published previously, he is paid one week after the story appears in the magazine.

Very truly yours,

BETTY FLOCKE,
Sec'y to Mr. Gibney.

POPULAR PUBLICATIONS

(Publishers of Adventure, Daredevil Aces, Battle Birds, Battle Aces, Horror Stories, Operator No. 5, Rangeland Romances, Star Western, Dime Detective, Dime Mystery, Dime Western, Terror Tales, The Spider, etc.)

I'll try to answer your letter about the incoming mail bag at our publishing house as briefly as possible.

Manuscripts are first registered and then passed to the assistant and associate editors, who read everything that is sent us. The assistant and associate editors pass on to the editor those stories which they consider suitable for publication, with recommendations as to the value of the story, or suggestions as to changes that will be necessary before the story is printed. The final decision in each case rests with the editor.

If there is any doubt about a story, it may be read by several assistants, each of whom adds his comments. The inducement to the assistant to discover promising new writers is that in so doing he betters his own position with the company.

Manuscripts are returned by both the assistants and the editors.

Sincerely yours,

HARRY STEEGER,
President.

FAWCETT PUBLICATIONS

(Publishers of True Confessions, Romantic Stories, Startling Detective Adventures, Daring Detective, Motion Picture, Movie Classic, Screen Book, Screen Play, Hollywood, Radioland, Romantic Movie Stories, etc.)

Here is the dope on the routine of what happens to a manuscript in this organization.

Mail sacks of incoming manuscripts are delivered directly to a central manuscript bureau where clerks immediately sort the MSS. intended for the various books, give each manuscript a number, and record the title, name and address of the writer, and stamp on the envelope in big figures the date ten days after receipt which is the deadline for action on the part of the editor, thus assuring acceptance or rejection within ten days in nearly every instance.

Manuscripts are then delivered to the individual editors, who generally glance through the pile for specially ordered material.

This organization no longer employs readers as such. All manuscripts are considered first either by the editor or his first assistant, thus assuring all writers that competent persons close to the immediate needs of each magazine see their manuscripts. Unacceptable manuscripts are quickly weeded out. Those considered more seriously are placed in what is called an acceptance envelope on which a brief synopsis of

the story or article is written, followed by the comment of the editor or one of his assistants and recommendations for outright acceptance or for further consideration or revision. While this is going on, the rejected manuscripts have been returned to the manuscript bureau, where they are checked out and returned to the author.

Stories that the editor definitely decides he wants to purchase are priced by the editor and sent to the office of Douglas Lurton, supervising editor, who reads the synopsis and editors' comments on the acceptance envelope and many of the actual manuscripts.

Generally the editor's OK is approved. Then the editor immediately issues a check memo calling on the business department for payment.

In this organization there is no special reward for the finding of new writers, for that is not necessary. Each editor is always in need of competent new contributors and I believe every editor considers it part of the reward of his work when he can find a beginning writer he considers worth developing. There is probably not an editor in the organization who has not at one time or another turned up a new writer and bragged about it. In addition to this, editors more often than might be supposed drop a writer a line telling him that such-and-such a magazine is apparently in the market for the story he has submitted, even though it is not down the alley for the book that editor is working on.

There are writers who owe their first breaks in the *Saturday Evening Post*, *American Magazine*, and several other top-notch publications to tips given them by Fawcett's organization.

Due to the specific nature of many of the Fawcett publications, many of the articles and stories appearing in them have been outlined to the editor to get his reaction before the manuscripts were ever submitted, and competent queries are always welcomed when a writer has a story or an article very definitely in mind. There are, however, too many beginning writers who will tell an editor that they have written a love story and say, "Are you interested?" That type of query is valueless.

In the New York offices where four of our magazines are being edited, Laurence Reid, managing editor of those books, has the final say on manuscripts, although the individual editor's judgment is supported in probably ninety-nine cases out of a hundred. The same situation holds true in the Hollywood office, where Jack Smalley is managing editor and, with his staff, acts as a clearing house on articles and stories intended for the movie magazines of the Fawcett string.

Most of the Fawcett magazines are edited in the home office in Minneapolis where Douglas Lurton, supervising editor, gives the final OK on acceptances and exercises general editorial supervision over all Fawcett Publications under direction of Roscoe Fawcett, the editor and general manager, and W. H. Fawcett, publisher.

Sincerely yours,

DOUGLAS LURTON,
Supervising Editor.

COLLIER'S

All manuscripts received at Collier's are entered in a manuscript file and given numbers.

Manuscripts are divided first into articles and fiction, and tickets, with space for comment by readers, are attached to the articles.

A group of readers takes charge of both categories. One group of readers devote themselves to consideration of articles, and another separate group to fiction. The first readers have authority to reject.

If a manuscript, article or fiction, passes the first reader, it may be given directly to the fiction editor,

or the managing editor, or it may be read first by other associate editors. If approved by the fiction editor and the managing editor, the manuscript is read by the editor, whose judgment is final. In the absence of the editor the managing editor exercises final judgment.

Our entire office staff is concerned to discover new talent. The worth of a reader or an editor is governed by the interesting material discovered and not by the number of manuscripts rejected.

Sincerely yours,

WILLIAM L. CHENERY,

Editor.

THE AMERICAN MAGAZINE

Articles submitted to *The American Magazine* are sent to the article editor, who reads them, discarding those obviously not suited to the magazine. Those which hold some promise of acceptance are passed on to the managing editor, who decides whether or not they should be passed along to the editor-in-chief. When they reach him he makes the final decision concerning their rejection or acceptance. There is no special inducement for an assistant who discovers a new writer except intense personal satisfaction.

Fiction is handled in a slightly different manner. There's a young man in the mailing department whose job is to wipe out authors' identities. With black tape and rubber cement he covers the writers' names on short-story manuscripts that come to *The American Magazine*. From this point each story must stand or fall on its quality alone—regardless of who wrote it. The sealed manuscripts are then routed through the editorial department as follows:

The First Reader reads all, and eliminates those obviously unsuitable. The stories that pass are taken to

The Chief Reader—who selects those he considers good, then sends them to

The Fiction Editor. The stories he recommends are passed along to

The Managing Editor, following whose okay they reach

The Editor—who alone has the power of purchase.

Only after a decision to buy or reject has been reached is the tape removed from the author's name. Naturally, big writers often come out on top in this acid test of quality. But frequently, through sheer merit, a brilliant new author breaks through.

We hope this outline of our editorial procedure will give you the information you seek.

Sincerely yours,

MABEL HARDING.

RANCH ROMANCES

I can well understand that writers are interested in knowing how their manuscripts go through the works in an editorial office, and here is the low-down on *Ranch Romances*.

In the first place, I read all the stories that come in from regular contributors. If I am sure they are good stories for *Ranch Romances*, I buy them, and if I feel certain that they are not for *Ranch Romances*, I reject them. If, however, I am in any doubt—in other words if I get a story that seems to be on the borderline—I get an opinion from one of the girls who work with me on the magazine and we talk the story over.

These girls, of whom there are two, read all the manuscripts from unknown writers and from people who do not regularly contribute to the magazine. When they find a story that seems at all possible for us, they give it to me with a detailed synopsis and an opinion. In that way, new writers who have submitted a story at all promising get two readings. As you probably know, I make the final decision on all stories.

I imagine this is about the same system used by most houses, although a good many of them have all manuscripts read by a first reader before being passed on to the editor. I feel, however, that, since I have to make the final decision, it saves time to have stories from regular contributors come straight to me.

I trust this is about what you want.

Sincerely,
FANNY ELLSWORTH,
Editor.

DELL PUBLISHING COMPANY, Inc.

(Publishers of All Western, Five Novels, Modern Romances, Sweetheart Stories, Western Romances, Ballyhoo, Film Fun, etc.)

There isn't much new we can tell you about the treatment of an author's brain-child when it enters the publishing house. The procedure is much the same in all of them that I have ever seen. Possibly though, I am a little too callous to the procedure and overlook the interest it carries to the author, even though I was on that side of the fence for a number of years.

When a manuscript arrives, it is placed in a pile in front of the first reader. This gentleman or fem, as the case may be, plays a rather important part, in that his judgment of a story must be such that no good material is rejected.

You may rest assured that every manuscript is read in full or at least to that point which will convince the reader that it is worthless. This reader gives a full synopsis of the story, under which he writes his constructive comment as to the favorability of the story. If it is not sufficiently good but can be revised, it is necessary for him to state just how a revision can be made.

There is always an incentive to readers in finding new authors. The incentive being that when a reader becomes sufficiently valuable to his publisher in story judgment, he usually advances to a much better position than that of reading.

The story is then passed on to another reader or assistant editor who in turn writes his comment on it. By the time at least three readers have read the stories they are passed to the editor, who in many cases reads the synopsis and comments before reading the manuscript itself. If the three readers agree that the story is useless, the editor rarely reads it through. If, however, there is a disagreement among the readers or there is a synopsis that interests the editor, he will read the story before passing on it. Should he like the story, he signs the voucher for the amount to be paid to the author and forwards it to the business office.

This is a rather brief summary of what goes on in our office. But it is rather the same in most other publishing offices.

Sincerely,
CARSON W. MOWRE,
Editor, All-Western.

THE AMERICAN BOY

When a story or article reaches us, it goes first to a manuscript secretary. The secretary enters it in a manuscript ledger, alphabetically according to the

name of the author. In addition to the name of the author and his address she sets down the title, and the number of photos, diagrams or other exhibits that may accompany the manuscript. She notes, too, the date of receipt. Later, when she "checks out" the manuscript, she'll complete the ledger account by noting the date of return or purchase. In this way, as you will observe, we keep a careful record of each manuscript, and information that will let us make sure that we return all photos or other exhibits.

We aim either to buy or turn down a short manuscript within four days of the time it reaches our office. We adhere to this rule very well, if a manuscript reaches us early in the week. If it comes on Thursday or Friday, however, the week-end is likely to intervene before it gets full attention. Our office closes on Saturdays.

The first reader, who is always our newest editor, returns all stories that are hopelessly written, or that fall outside our field. (I am continually surprised at the large number of stories which, I should think, the authors might *know* would not be our kind.) He passes along, always with a memorandum, stories he thinks we might use, stories which have a chance of getting by, stories which though not our sort nevertheless are promising as to style, and stories by writers who have sold us before, or who have a special claim on unusual attention.

The second reader is a long experienced editor. Stories he believes good enough for publication, or good enough with fixing, and stories which seem to indicate author promise, he passes along. The others he returns with a letter.

It then becomes up to me to buy or return. If I return, I almost invariably do so with a letter.

While there is no special inducement for the first reader to discover new writers, I have never known one who wasn't eager to do so. A first reader's reason for existence, after all, is to find usable material. He's known for that, and not for the manuscripts other editors never see. We once had a very enthusiastic first reader who used to follow his manuscripts from desk to desk, pleading their cause. First readers are generally, I think, a new author's best friend.

As I have often said before, it is my firm belief that an editor is genuinely proud of not more than 15% of his book. The rest he prints because he can't get anything better. In that "passable" 85%, therefore, lies the new writer's opportunity.

The American Boy is unusually friendly to new writers.

Sincerely,
GEORGE F. PIERROT,
Managing Editor.

THE ATLANTIC MONTHLY

Every manuscript which reaches the *Atlantic* is read by a first reader, and all those which seem worthy are read further by two others. The final decision is made by the editor in the light of the various comments. Great care is taken, so that no interesting manuscript escapes us. We cannot recall an instance when an unusual paper was lost to the *Atlantic* through inadvertence.

Yours faithfully,

THE EDITOR.

(This symposium will be continued next month)

A pun is the odor of a fading mind.

—VICTOR HUGO.

A story is like a fishbone. A man can't be happy until he gets it out of his system.

—RUPERT HUGHES.

I have observed that, after writing a book, my mind always makes a great spring.

—DISRAELI.

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS ♦ ♦ PUBLISHED QUARTERLY

JUNE, 1935

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2-M, twice monthly; Bi-M, bi-monthly; W-15, weekly 15c; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ½ cent. Editor's name is given when available. When possible the name of magazine is followed by a key-word indicating the publishing house by which magazine is issued. S. & S. indicates Street & Smith; Doubleday indicates Doubleday, Doran & Co.; Mag. Pubs. indicates Magazine Publishers, etc. The notation "Slow" after a listing is a warning that delays in payment or non-payment for material have been reported; writers submit manuscripts to such markets at a risk.

LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

- Action Stories**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, dramatic Western short-stories 3000 to 6000; novelettes 12,000 to 14,000; novels 25,000 to 30,000; some woman interest. John F. Byrne. 1c up, Acc.
- Adventure**, (Popular) 205 E. 42d St., New York. (2-M-15) Distinctive adventure short-stories, novelettes. Howard Bloomfield. 1½c up, fillers 1c, Acc.
- Ainslee's Magazine**, (S. & S.) 79 7th Ave., New York. (M-15) Love short-stories 4000 to 6500; serials 30,000. Daisy Bacon, Esther J. Ford. Good rates, Acc.
- All Story**, (Munsey) 280 Broadway, New York. (W-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000 to 7,000, novelettes up to 12,000; complete novels 25,000. Amita Fairgrieve. Good rates, Acc. (New writers, Pub.)
- All Western**, (Dell) 149 Madison Ave., New York. (M-10) "Different," well-plotted Western short-stories 5000, novelettes 10,000 or 20,000; little or no love interest. Special articles on the West. C.W. Mowre. Good rates, Acc.
- American Magazine**, The, (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 6000; serials 50,000; short shorts 1500 to 1800; mystery novelettes 20,000 to 25,000. Articles usually arranged for or staff-written. Sumner N. Blossom; Albert Benjamin, fiction Ed. Good rates, Acc.
- American Mercury**, The, 730 5th Ave., New York. (M-50) Sophisticated reviews, comment, essays; serious and political articles, short-stories, verse. Paul Palmer. Good rates, Acc.
- American Scholar**, The, (Phi Beta Kappa) 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles and essays on literature, art, science, economics, politics, education, etc., about 3500; brief accounts of scholarly scientific projects; appropriate long and short poems; no fiction. Wm. Allison Shimer. \$5 to \$50, Acc.
- Argosy**, (Munsey) 280 Broadway, New York. (W-10) Action fiction, romantic elements, colorful background. Short-stories 1000 to 7000; novelettes 10,000 to 20,000; serials up to 60,000 (instalments of 10,000); prose fillers 100 to 400. Frederick Clayton. Good rates, Acc. (New writers, Pub.)
- Asia**, 40 E. 49th St., New York. (M-35) Interpretative articles on oriental life, politics, art, culture, exploration and thought, Russia included, 1500 to 4000. Oriental fiction. Richard J. Walsh. 2c, Acc.
- Astounding Stories**, (S. & S.) 79 7th Ave., New York. (M-20) Pseudo-scientific, fast-moving fiction, woman interest permitted. Short-stories up to 6000; novelettes 12,000 to 20,000. F. Orlin Tremaine. 1c, Acc.
- Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.
- Ballyhoo**, (Dell) 149 Madison Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.
- Bill Barnes Air Trails**, (S. & S.) 79 7th Ave., New York. (M-10) Air short-stories 3000 to 5000; novels arranged for; air articles 2000 to 3000. F. Orlin Tremaine. 1c, Acc.
- Black Mask**, (Warner) 578 Madison Ave., New York. (M-15) Swift-running, clearly understandable action stories in crime-detective field, likable, he-man heroes; short-stories 4000 to 8000; novelettes 12,000 to 15,000. Joseph T. Shaw. Good rates, Acc.
- Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes. True-experience contests. Donald Kennicott. 2c up, Acc.
- Breezy Stories and Youngs**, 55 W. 3rd St., New York. (M-20) Love short-stories with sex interest, 4000 to 5000; novelettes 8000 to 10,000. Phil Painter. 1c, Acc.
- Bull's Eye Western**, (Popular) 205 E. 42d St., New York. (M-15) Western short-stories, novelettes. 1c up, Acc.
- Canadian Home Journal**, 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women up to 2500. W. Dawson. Good rates, Acc.
- Chatelaine**, The, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories of Canadian woman interest, love, married-life problems, parental problems, mystery, adventure, 3500 to 5000; short serials. Articles, Canadian woman interest, up to 2000. Byrne Hope Sanders. 1c up, Acc. or Pub.
- Clues-Detective Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Rapid-action detective fiction, woman interest. Short-stories up to 5000; novelettes 9000 to 15,000. F. Orlin Tremaine. 1c, Acc.
- College Humor**, (Thrilling) 22 W. 48th St., New York. (M-25) Humorous articles, short-stories, sketches, miscellany, cartoons. Dorothy Ann Blank. Good rates, Acc.
- College Life**, (Thrilling) 22 W. 48th St., New York. (Q-25) Swift-moving, realistic short-stories, collegiate or other adolescent background, sex interest, 3000 to 5000; short short-stories 1000, articles 1200; humorous verse 4 to 6 lines; jokes; editorials 300. N. L. Pines. 1½c up, verse 10 to 20c line, jokes 35 to 50c, Acc.
- Collier's**, (Crowell) 250 Park Ave., New York (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500 to 5000; editorials; short short-stories. Wm. L. Chenery. First-class rates, Acc.
- Columbia**, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500 to 3500; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.
- Cosmopolitan**, (Hearst) 959 8th Ave., New York. (M-25) Short-stories 3000 to 10,000; short shorts 1000 to 2000; short novels 20,000 to 40,000; serials, book-length novels; articles of national import 1000 to 4000. Harry Payne Burton. First-class rates, Acc.
- Country Gentleman**, (Curtis) Independence Sq., Philadelphia. (M-10) Short-stories up to 6000; serials; articles of interest and importance to agricultural world; articles for women readers; humorous sketches; jokes; miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.
- Cowboy Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Fast-action Western short-stories, modern elements permitted, 2500 to 5500; novelettes 10,000 to 15,000. F. Orlin Tremaine. 1c, Acc.
- D. A. C. News**, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous short-stories, articles up to 1500 words; verse, jokes, fillers, art work, cartoons; cartoon ideas. Chas. A. Hughes. First-class rates, Acc.
- Daredevil Aces**, (Popular) 205 E. 42d St., New York. (M-15) Thrilling Western-front air short-stories 5000 to 7500; novelettes 15,000 to 20,000. Elythe Seims. 1c up, Acc.
- Daring Detective**, (Fawcett) 529 S. 7th St., Minneapolis. (M-10) Illustrated dramatic fact crime stories up to 5000; must have woman interest; love crimes, triangles, etc. John J. Green. 1c up, photos \$3, Acc. Advisable to query.
- Delineator**, (Butterick) 161 6th Ave., New York. (M-10) Dramatic, human short-stories 2000 to 3500; serials; articles. Oscar Graeve. First-class rates, Acc.
- Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 2000 to 6000; novelettes 10,000 to 25,000; serials 40,000 to 80,000. Fact stories of murder mysteries 2000 to 8000; fillers 200. Duncan Norton-Taylor. 1½c, Acc.
- Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-15) Swift-moving action detective short-stories 2500 to 5000; novelettes 25,000 and 45,000; true crime stories 300 to 2500. F. E. Blackwell; Dorothy C. Hubbard, associate. 1c up, Acc.
- Detective Tales**, (Popular) 205 E. 42d St., New York (M) Emotional short-stories against a crime background 4000; novelettes 9000 to 15,000; dramatic situations, woman interest. 1c, Acc.
- Dime Adventure**, (Popular), 205 E. 42d St., New York. (M) Adventure short-stories 4000 to 5000, novelettes 12,000 to 25,000. No woman interest. Some sport, Western, detective fiction. 1c, Acc.
- Dime Detective Magazine**, (Popular) 205 E. 42d St., New York. (2M-10) Mystery and action short-stories 5000, emphasizing menace and horror; novelettes 10,000 to 15,000. Harry Steeger. 1c up, Acc.
- Dime Mystery**, (Popular) 205 E. 42d St., New York. (M-10) Thrills, chills, terror, in novels 17,000; novelettes 9000 to 12,000; short-stories up to 6000; minor love interest. Rogers Terrill. 1c up, Acc.
- Dime Sport**, (Popular), 205 E. 42d St., New York. (M) Sport short-stories, novelettes, up to 20,000. 1c up, Acc.

Dime Western Magazine, (Popular) 205 E. 42d St., New York. (2M-10) Strongly emotional Western short-stories 2000 to 6000; novelettes 10,000 to 18,000, girl interest, realistic characterization. Rogers Terrill. 1c up, Acc.

Doc Savage Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure, modern-Western short-stories up to 6000, American heroes, any locale. John L. Nanovic, 1c, Acc.

Dusty Ayres and His Battle Birds, (Popular) 205 E. 42d St., New York. (M-15) Full-length air novels, on assignment Edythe Seims. 1c up, Acc.

Elks Magazine, 50 E. 42d St., New York. (M-20) Short-stories up to 5000; articles, photos, cartoons. Joseph T. Fanning. First-class rates, Acc.

Esquire, 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500 to 2500; cartoons, cartoon ideas. (No women writers.) Arnold Gingrich. 3 to 10c, Acc.

Famous Detective, (Macfadden) Chanin Bldg., New York. (M) True detective stories, preferably under official by-line. Bert Bowden, 2c, Acc.

Farmer's Wife, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories, short serials, verse, cartoons. F. W. Beckman. 1c up, Acc.

Film Fun, (Dell) 149 Madison Ave., New York. (M-20) Jokes, quips, epigrams. Lester Grady. \$1.50 to \$2, Acc.

Five Novels, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery, romantic novels 18,000 to 20,000, love interest. F. A. McChesney. 1½c, Acc.

Foreign Service, Broadway at 34th St., Kansas City, Mo. (M) War short-stories up to 3000, short-shorts of interest to A. E. F. veterans. Illustrations. Barney Yanofsky. 2c up, Acc.

G-8 and His Battle Aces, (Popular) 205 E. 42d St., New York. (M-15) Western front air short-stories 5000. Novels arranged for. Edythe Seims. 1c, Acc.

G-Men, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of Federal Bureau of Investigation 1000 to 8000; complete novels. Leo Margulies. 1c up, Acc.

Good Housekeeping, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 5000, serials, verse 3 to 4 stanzas. Overstocked on articles. W. F. Bigelow. First-class rates, Acc.

Harper's Magazine, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000 to 7000; serials up to 60,000; verse; high literary standard. Lee F. Hartman. First-class rates, Acc.

Holland's, The Magazine of the South, Main and Second Sts., Dallas, Texas. (M-10) Articles of interest to Southern women; romantic, action, character short-stories 2000 to 6000; serials 30,000 to 60,000; verse. F. P. Holland. 1½c up, photos \$2 up, Acc.

Home Magazine, The, (Tower) 55 5th Ave., New York. (M-10) Domestic and love short-stories 3000 to 5000; short-stories 1000; serials 40,000; human interest articles (query). Dorothy Fleming. Good rates, Acc.

Hoey, (Popular Mags., Inc.) Sexton Bldg., Minneapolis, Minn. (M-15) Sophisticated cartoons, ideas for cartoons. E. J. Smithson. Good rates, Acc.

Horror Stories, (Popular) 205 E. 42d St., New York. (M-15) Mystery, terror short-stories up to 6000; novelettes 10,000 to 15,000. Rogers Terrill. 1c up, Acc.

Household Magazine, 8th and Jackson Sts., Topeka, Kan. (M-10) Household and general articles, short-stories about 1000, also 2500 to 5000; serials 20,000 to 50,000; verse. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.

Inside Detective, (Exposed Pub. Co.) 149 Madison Ave., New York. (M-10) True crime, detective stories, under official by-line, articles 1500 to 6000. West F. Peterson. 1½c, photos \$2.50, Acc.

Ladies' Home Journal, (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000 to 5000; short-stories 5000 to 7000, serials, short lyric verse. Bruce Gould, Beatrice Blackmar Gould. First-class rates, Acc.

Lariat Story Magazine, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, melodramatic Western short-stories 3000 to 6000; novelettes 12,000 to 14,000; novels 20,000 to 25,000; some woman interest. John F. Byrne. 1c up, Acc.

Liberty, (Macfadden) Chanin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000; serials about 42,000; timely human-interest articles. Wm. Maurice Flynn. First-class rates, Acc.

Life, 60 E. 42d St., New York. (M-15) Humorous sketches up to 800. Geo. T. Eggleston. 5 to 8c, topical paragraphs, \$3, Acc.

Lone Eagle, The (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling war-air short-stories 2000 to 6000. Leo Margulies, Ed. Director. 1c, Acc.

Love and Romance, (Macfadden) Chanin Bldg., New York. (M-15) True, first-person, confession type short-stories; serials 25,000 to 40,000. Henry Lieferant. 2c, Acc.

Love Story Magazine, (S. & S.) 79 7th Ave., New York. (W-15) Modern love short-stories 3500 to 5000; novelettes 6500; 2 to 4-part serials, installments 5000 to 7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.

Maclean's (Maclean) 481 University Ave., Toronto, Canada. (2M-5) Short-stories, Canadian, love, romance, sea, mystery, adventure, outdoor interest, up to 5000; serials 30,000 to 65,000. Articles of Canadian interest. H. Napier Moore. 1c up, Acc.

Mademoiselle, 485 Madison Ave., New York. (M-20) Youthful, smart, romantic, witty short-stories 1000 to 5000; light, brisk personality sketches, articles 1000 to 5000; cartoons; cartoon ideas. Desmond Hall. 2c, Acc.

Master Detective, The, (Macfadden) Chanin Bldg., New York. (M-15) True crime stories 4000 to 7000. John Shuttleworth. 2c, photos \$1 to \$5, Acc.

McCall's Magazine, (McCall) 230 Park Ave., New York. (M-10) General and household interests; short-stories 2500 to 7000, serials. Otis L. Wiese. First-class rates, Acc.

Modern Romances, (Dell) 149 Madison Ave., New York. (M-10) First-person confession short-stories up to 7500; novelettes up to 13,000; 3 and 4 part serials; short lengths 1100. Helen J. Day. 2c, Acc.

Mystery Magazine, (Tower) 55 5th Ave., New York. (M-10) Mystery short-stories, romantic background, 6000 to 7000; novels 50,000; articles on assignment. Good rates, Acc.

National Geographic Magazine, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human-interest articles on geographic subjects with photos. Gilbert Grosvenor. First-class rates, Acc.

New Republic, The, 40 E. 49th St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500; sketches of character background 1000; short-stories 1500; exceptional verse. Bruce Bliven. 2c, Acc.

New Yorker, The, 25 W. 43d St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; verse. Good rates, Acc.

Nick Carter Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Detective-action short-stories up to 6000, detective heroes. John L. Nanovic. 1c, Acc.

Official Detective, 731 Plymouth Court, Chicago. (2M) True detective crime-detection stories. Harry Keller. 2c, Acc.

Operator No. 5, (Popular) 205 E. 42d St., New York. (M-10) Secret service short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill. 1c, Acc.

Parents' Magazine, The, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, etc., 2500 to 3000; occasional short-stories. Clara Savage Littledale. 1 to 1½c, Acc.; jokes, pointers for parents, recipes, childhood and teenage problems, \$1, Pub.

Pennac, The, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly. 1½c, photos \$1 up, Acc. (Overstocked.)

Pete Rice Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Western action short-stories 2000 to 6000; novelettes 10,000 to 12,000, old-time and modern; love interest permitted. John L. Nanovic. 1c, Acc.

Pictorial Review, (Hearst) 222 W. 39th St., New York. (M-10) Articles of interest to women 2500 to 3500; short-stories, novelettes, serials, occasional verse. Herbert R. Mayes. First-class rates, Acc.

Popular Detective, (Thrilling) 22 W. 48th St., New York. (M-15) Detective novelettes, short-stories, 500 to 15,000. 1c, Acc.

Popular Western, (Thrilling) 22 W. 48th St., New York. (M-15) Western short-stories, novelettes 500 to 15,000. Leo Margulies, 1c, Acc.

Railroad Stories, (Munsey) 280 Broadway, New York. (M-15) Railroad (steam and electric) short-stories, novelettes, first-person true tales, 1500 to 15,000. Query on fact articles. Freeman H. Hubbard. 1½c up, Acc. (New writers, Pub.)

Ranch Romances, (Warner) 578 Madison Ave., New York. (Bi-W-15) Western love short-stories 4000 to 6000; novelettes 10,000 to 12,000; novels 25,000 to 30,000; serials under 60,000; fillers up to 500; verse. Fanny Ellsworth. 1c, Acc.

Rangeland Romances, (Popular) 205 E. 42nd St., New York. (M) Emotional love short-stories, old West, woman's viewpoint. Harry Steeger. 1c up, Acc.

Real Detective, 444 Madison Ave., New York. (M-25) True illustrated crime stories; 5000 to 6000. R. W. Mickam. 1½c, photos \$2 to \$3, Acc.

Redbook, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, feature articles, short humor, cartoons. Edwin Balmer. First-class rates, Acc.

Redseal Western, (Periodical House) 67 W. 44th St., New York. (M) Western short-stories, novelettes. Rose Wyn. 1c, Acc.

Romantic Stories, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-10) First person, romantic confession short-stories up to 4500, serials up to 15,000, articles 2000 to 3000; short story 1000 to 1500. 1 to 1½c, Acc.

Roarian, The, 35 E. Wacker Drive, Chicago. (M-25) Authoritative articles on business and industry, travel sketches, humor, essays, 1500 to 2000. Leland D. Case. First-class rates, Acc.

Rural Progress, 22 W. Monroe St., Chicago. (M-10) Illustrated feature articles of Mid-West interest; short-stories with wide appeal 1200 to 1800; jokes, art work, cartoons, cartoon ideas, photos. L. K. Childers. 3c up, jokes \$3 to \$6, Acc.

Saturday Evening Post, The, (Curtis) Independence Sq., Philadelphia (W-5) Articles on timely topics 3000 to 7000; short-stories 5000 to 9000; serials up to 90,000; humorous verse; skits, cartoons. George Horace Lorimer. First-class rates, Acc.

Scribner's Magazine, 597 5th Ave., New York. (M-35) Critical and interpretative articles 1000 to 5000; short-stories up to 5000; little verse. Alfred Dashiell. Good rates, Acc.

Secret Agent "X", (Periodical House) 67 W. 44th St., New York. (M-10) Detective short-stories 3000 to 6000; novelettes 10,000 to 15,000, sinister note, menace and horror. Detective articles. Rose Wyn. 1c, shortly after Acc.

Serenade, (Tower) 55 5th Ave., New York. (M-10) Love short-stories up to 5000; short shorts 1000 to 1500; novelettes 10,000 to 12,000; articles on assignment. Frank G. Weaver. Good rates, Acc.

Shadow Magazine, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500 to 6000, detective or police heroes. John L. Nanovic. 1c, Acc.

Short Stories, (Doubleday) Garden City, New York. (2-M-25) Adventure and mystery short-stories up to 6000, novelettes 10,000 to 12,000, complete novels, serials 25,000 to 60,000, outdoor fillers 50 to 500. True adventures up to 1000. Harry E. Maule, Ed.; Dorothy McIlwraith, Mng. Ed. Good rates, Acc.

Sky Fighters, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling air-war short-stories, novelettes 20,000. Leo Margulies, Ed. Director. 1c, Acc.

Smokehouse Monthly, (Popular Mags, Inc.) 529 S. 7th St., Minneapolis, Minn. (M-15) Jokes, wisecracks, cartoon suggestions, cartoons, epigrams, ballads. E. J. Smithson. Jokes \$2 up, verse 15c line, Acc.

Sport Story Magazine, (S. & S.) 79 7th Ave., New York. (2M-15) Competitive sport short-stories up to 6000; novelettes up to 12,000 (query on serials, articles). Ronald Oliphant. Good rates, Acc.

Startling Detective Adventures, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-15) True detective stories, solved cases, 1000 to 5000; serials 2 to 3 parts, 4000 to 5000 each installment; photos essential. Convict, police cartoons. John J. Green. 1½c up, photos \$3 up, cartoons \$5, Acc. (Advisable to query.)

Star Western Magazine, (Popular) 205 E. 42d St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west, girl interest, up to 6000; novelettes 10,000 to 15,000. Rogers Terrill. 1c up, Acc.

Street & Smith's Complete Magazine, (S. & S.) 79 7th Ave., New York. (Tri-W-15) Adventure, mystery, detective short-stories, novelettes up to 30,000, verse. E. C. Richards. Good rates, Acc.

Sweetheart Stories, (Dell) 149 Madison Ave., New York. (M-10) Glamorous, modern love short-stories of vital, romantic girls, mystery, and adventure elements, 3500 to 5000. Helen MacVichie. 1 to 1½c, Acc.

Terror Tales, (Popular) 205 E. 42d St., New York. (M-15) Terror short-stories, mystery angle, strong menace plus love interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill. 1c up, Acc.

This Week (United Newspapers Mag. Corp.) 230 W. 41st St., New York. (W) Adventure, romantic, mystery short-stories 1500 to 5000; serials 30,000, installments of 3500; short articles on popular science, travel adventure, personalities 1000 to 1800 with photos; animal photos, fillers, jokes, cartoons, cartoon ideas. Mrs. William Brown Meloney. Good rates, Acc.

Thrilling Adventures, (Thrilling) 22 W. 48th St., New York. (M-15) Action short-stories 2000 to 8000; novelettes 10,000; novels up to 20,000. Foreign locales; American heroes; occasional pseudo-scientific; slight woman interest. Leo Margulies, Ed. Director. 1c, Acc.

Thrilling Detective, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories up to 8000; novelettes 10,000; novels 15,000 to 20,000. Leo Margulies, Ed. Director. 1c, Acc.

Thrilling Love Magazine, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling love short-stories up to 6000, novelettes 8,000; novels, 20,000, girl's viewpoint. Dorothy Sands; Leo Margulies, Ed. Director. 1c, Acc.

Thrilling Mystery, (Thrilling) 22 W. 48th St., New York. (M-10) Horror-terror short-stories, detective-mystery angle, woman interest, 2000 to 10,000. Leo Margulies. 1c, Acc.

Thrilling Ranch Stories, (Thrilling) 22 W. 48th St., New York. (M-15) Romantic action Western short-stories told from cowboy's angle, 2000 to 7000; novelettes 8000 to 10,000; novels 20,000. Leo Margulies. 1c, Acc.

Thrilling Western, (Thrilling) 22 W. 48th St., New York. (M-15) Action-packed thrilling Western short-stories 1000 to 7000; novelettes 8000 to 10,000; novels 20,000. No love interest. Leo Margulies. 1c up, Acc.

Today, 152 W. 42d St., New York. (W-10) Articles on current topics 2500. Raymond Moley, Ed.; Fillmore Hyde, Exec. Ed. 5c, Acc.

Top-Notch Magazine, (S. & S.) 79 7th Ave., New York. (M-10) Outdoor adventure short-stories 3000 to 5500; novels and novelettes 9000 to 15,000; occasional fantastic adventure stories. F. Orlin Tremaine. Good rates, Acc.

True Confessions, (Fawcett) 529 S. 7th St., Minneapolis, Minn. (M-10) First-person, confession short-stories up to 4500; serials up to 15,000; articles covering social problems, love, marriage, divorce. (Overstocked on verse.) 1½c, Acc.

True Detective Mysteries, (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000 to 7000; serials, installments of 6000 to 7000. Send for detailed instructions and case cards. John Shuttleworth. Basic rate 2c, photos \$2 to \$5, Acc.

True Experiences, (Macfadden) Chanin Bldg., New York. (M-10) True first-person confession short-stories, serials. Good rates, Acc.

True Romances, (Macfadden) Chanin Bldg., New York. (M-10) True, confessional, first-person short-stories 1000 to 8000; true-story serials 30,000 to 60,000. 2c, Acc.

True Story Magazine, (Macfadden) Chanin Bldg., New York. (M-15) True, confessional, first-person short-stories; serials 25,000 to 40,000. William Jourdan Rapp. 2c, Acc.

Vanity Fair, (Nast) 420 Lexington Ave., New York. (M-35) Satirical articles, essays on modern life, personalities, politics, drama, sport, etc., up to 2000; short short-stories, unusual photos of living celebrities. F. W. Crowninshield. Good rates, Acc.

Vogue, (Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; humorous angles on fashion, etc., 1500 to 2000; travel photos. Edna W. Chase. \$50 to \$150 per article, Acc.

Western Romances, (Dell) 149 Madison Ave., New York. (M-15) Romantic Western love short-stories 5000; novelettes 10,000 or 15,000. Clifford Dowdley. 1½c up, Acc.

Western Story Magazine, (S. & S.) 79 7th Ave., New York. (W-15) Western short-stories up to 5000; complete novels 25,000; serials up to 80,000, 12,000-word installments. (Query on serials.) F. E. Blackwell; Dorothy C. Hubbard, associate. Good rates, Acc.

Whiz Bang, (Popular Mags, Inc.) 529 S. 7th St., Minneapolis, Minn. (M-15) Jokes, epigrams, humorous rural editorials, ballads up to 64 lines, cartoon suggestions. E. J. Smithson. Jokes \$2 up, verse 15c line, Acc.

Wild West Weekly, (S. & S.) 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000 to 6000, novelettes 12,000 to 15,000. Ronald Oliphant. Good rates, Acc.

Woman's Home Companion, (Crowell) 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500 to 6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

Woman's World, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000 to 2000; short-stories 1500 to 5500, serials 40,000 to 50,000, short verse. R. M. Wallace. Good rates, Acc. (Overstocked.)

Wu Fang, (Popular), 205 E. 42nd St., New York. (M) Exciting Chinese stories. 1c up, Acc.

LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

Advance, (Young) 55 W. 3d St., New York. (M-15) Short current and historical short-stories, articles, editorials, up to 1000; cartoons. Phil Painter. 1c, Pub.

All America Sports Magazine, Madison Sq. Garden Arcade, New York. (M-15) Not in the market. Nat Fleischer.

All Star Fiction, (Newsstand) 11 W. 42nd St., New York. (M) Fast-action adventure stories 7000 to 10,000. Rates by arrangement, Acc.

Amazing Stories, (Teck) 461 8th Ave., New York. (M-25) Short-stories based on correct science 5000 to 20,000; novelettes 20,000 to 50,000. T. O'Connor Sloane, Ph.D. ½c, Pub. (Overstocked.)

America, 329 W. 108th St., New York. (W-10) Catholic interests. Articles of interest, 1500 to 1800; verse. Rev. Wilfrid Parsons, S.J. 1c, Pub.

American Astrology, 1472 Broadway, New York. (M-25) Astrological articles, essays, short-stories 3000; novelettes, serials, verse, news items. Paul G. Clancy. 1c, Pub.

American Cookery, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000 to 3000, essays 1000 to 2500, short stories 1000 to 3000. 1c up, Acc.

American Detective, (Artivision Pub. Co.) 551 5th Ave., New York. (M-25) Fact stories on current or old crimes, strong detective angle, up to 7000; photos. 1½c, Pub.

American Hebrew and Jewish Tribune, 212 5th Ave., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes. Louis Rittenberg. ½c up, photos \$1 up, Pub.

American Humorist, Emaus, Pa. (M-15) Slapstick, humorous short shorts, essays, dialogues, cartoons. No jokes or poetry. J. I. Rodale. 1c, Pub.

American Press, The, 225 W. 39th St., New York. (M) Success stories of newspapermen, problems and solutions in newspaper production; dramatic reportorial experiences. Percy B. Scott. Rates not stated.

American Review, The, 218 Madison Ave., New York. (M-40) Reviews, articles, comment. No poetry or fiction. Prefers query. Seward Collins. 1c, Pub. (Slow reports.)

American Stamp Digest, The, (National Scientific) 142 W. 24th St., New York. (M-15) Popular philatelic articles up to 1500. Kent B. Stiles. ¾c, Pub.

Arcadian Life, Sulphur Springs, Tex. (M-25) Short folklore material, articles on rural idealism, pastoral slant. O. E. Rayburn. Payment by arrangement; prizes for poems.

Argonaut, The, 544 Market St., San Francisco. (W) Short-stories up to 3000; contemporary subject matter, literary quality, appeal to women; California setting (not mandatory). W. Sprague Holden. \$10 each, Pub.

Atlantica, 37 W. 70th St., New York. (M) Articles concerning Italians in America up to 2000. Dr. F. Cassola. ½c, Acc.

Bandwagon, The, "The Magazine of the Southwest," Ramsey Tower Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires, short short-stories 1000 to 1500; essays 500 to 1000; short verse; news fillers; cartoons, art work; cartoon ideas. Martin Hedlin. ¾c up, 10 days after Pub.

Beaver, The, Hudson's Bay House, Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500. Douglas MacKay. 1½c, Pub.

Bedtime Stories, (Detinuer) Wilmington, Del. (M-25) Risque, sexy short-stories 3000 to 4000. ¾c, Pub.

Best Detective Magazine, (S. & S.) 79 7th Ave., New York. (M-20) Not in the market. F. E. Blackwell.

Black Book Detective Magazine (Ranger) 220 W. 42d St., New York. (M-10) Mystery, detective short-stories 2000 to 8000; novelettes 10,000 to 15,000; novels 20,000 to 25,000. Alice Phillips, Mng. Ed. Rates by arrangement, Acc.

Big-Book Western, (Two-Books) 47 W. 34th St., New York. (M-15) Complete Western novels 15,000 to 75,000; Roy deS. Horn. ¾c, Acc.

B'nai B'rith Magazine, 70 Electric Bldg., Cincinnati, O. (M) Jewish articles, essays, short-stories up to 3000; interviews. Alfred M. Cohen. 1c up, Pub.

Bridge World, 30 Rockefeller Plaza, New York. (M-35) Bridge miscellany. Ely Culbertson. No payment.

Canadian Countryman, 198 Richmond St., W., Toronto, Canada. (M) Love, adventure short-stories up to 5000. Daniel McKee. ¾c, Pub.

Canadian Geographical Journal, Victoria Bldg., Ottawa, Canada. (M-35) Illustrated geographical articles 2500 to 3000. Lawrence J. Burpee. ¾c up, Pub.

- Canadian Magazine**, 347 Adelaide St., W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Pub.
- Chicagoan**, The, 407 S. Dearborn St., Chicago. (M-25) Sophisticated, humorous articles, essays 1500 to 2000. Wm. R. Weaver. Indefinite rates. (Overstocked.)
- Christian Century**, The, 440 S. Dearborn St., Chicago. (W-15) Articles on economic and social topics. Usually no payment.
- City Life**, 2544 N. Kimball Ave., Chicago. (M) Humorous, love, business, mystery short-stories 1200 to 2500; short serials; feature articles, human-interest, success, sports, travel, etc., 1200 to 2000; humor, fashions, health material, etc.; Chicago features; humorous verse. E. C. Bliss. Fair rates, Pub.
- Collegiate Digest**, P. O. Box 472, Madison, Wis. (W-5) Articles on college subjects 500; photos. Varying rates, photos 1 to \$3, Pub.
- Column Review**, 545 Fifth Ave., New York. (M-25) Material about newspaper columnists, satires on columning, up to 1500. Paul Yawitz. 1/2 to 2c, Acc.
- Comfort**, Augusta, Me. (M-5) Not in the market. V. V. Detwiler.
- Common Sense**, 315 4th Ave., New York. (M-25) Factual, economic, political articles with social implications up to 2000; verse up to 100; news items, cartoons, cartoon ideas. A. M. Bingham. No payment.
- Commonweal**, The, 386 4th Ave., New York. (W) Catholic review. Articles up to 3000; verse. Michael Williams. 1c to 2c, verse 40c line, Pub.
- Complete Northwest Novel Magazine**, 100 Hudson St., New York. (Bi-M-15) Action short-stories of the Northwest Mounted, logging, mining, 3000 to 5000; novelettes 7500 to 10,000; complete novels 60,000 to 75,000. Michael Ivan. 1/2c, Pub.
- Complete Western Book**, (Newsstand Pubs.) 11 W. 42d St., New York. (M-15) Romantic Western short-stories 5000 to 7500; novelettes 10,000 and 20,000. Ward Marshall. Rates by arrangement, Acc.
- Controversy**, A Journal of Opposing Views, 101 W. 58th St., New York. (M-25) Controversial articles on current affairs, politics, economics, science, religion, sports, etc., up to 2500. 1c, Pub.
- Current History**, (N. Y. Times Co.) 229 W. 43d St., New York. (M-25) Authoritative, readable articles on political, economic, social, cultural events, developments in America and abroad, 3000 to 4000. 2c up, Pub.
- Double Action Western**, (Winford) 165 Franklin St., New York. (M) Western short-stories, novelettes, 4000 to 10,000; novels 55,000 to 75,000. Reprints considered. L. H. Silberkleit. 1/2 to 1c, Acc.
- Economic Forum**, 51 Pine St., New York. (Q-50) Articles on economic, political, sociological problems; photos of economic conditions. Frank A. Vanderlip; Joseph Mead. Indefinite rates, Pub.
- Eye-Opener**, (Bob Edwards) 402 Corn Exchange Bldg., Minneapolis. (M-25) Humor up to 250; jokes jingles, cartoons, cartoon ideas. Carl Barks. 1/2 to \$3, Pub.
- Family Circle**, The, (Evans Pub. Corp.) 400 Madison Ave., New York. (W-free) Not in the market.
- Family Herald and Weekly Star**, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith. \$4 column, Pub.
- Flying Aces**, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Air and air-war short-stories 3000 to 7000; war-air novelettes 10,000 to 20,000; meaty fact articles, dramatically told, principally of modern aviation, 500 to 2500; modern war photos; aviation jokes, cartoons, humorous verse. A. A. Wyn. 1 to 2c, photos \$1 up, Pub.
- Fortune**, 135 E. 42d St., New York. (M-\$1) Articles with industrial tie-up. 75% staff-written but encourages contributions. Original Mss. or source material purchased. 5c up, Pub.
- Forum**, 570 Lexington Ave., New York. (M-35) Controversial articles, essays, short-stories, verse. Henry Goddard Leach. Good rates, Pub.
- Gang Magazine**, (Lincoln Hoffman Pubs.) 220 W. 42d St., New York. (M-15) Gangster stories 2000 to 8000, no prohibition-day stories. Jack Phillips. Rates by arrangement.
- Gay Parisienne**, (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories, French locale, 2500 to 3500. 1/2c, Pub.
- Gentlewoman**, 154 W. 14th St., New York. (M-5) Love and action short-stories small-town home-woman appeal, 3000 to 5000. Marion White. 1/2c, Pub.
- Ginger**, (Nudeal) Wilmington, Del. (M-25) Spicy sex stories. Rates not at hand.
- Golden Book**, 233 4th Ave., New York. (M-25) Reprints, translations of stories of exceptional literary merit, fillers. Mary Elting. 1c, Pub.
- Greater Western Magazine**, (Hoffman) 220 W. 42d St., New York. (M) Dramatic Western short-stories 2000 to 8000. Lincoln Hoffman. Rates by arrangement.
- Grit**, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000 to 4500; odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$6 per short-story, articles \$2 to \$3, photos \$1 to \$2, Acc.
- Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases. Does not encourage contributions. Carmel Snow. Indefinite rates, Acc.
- High-Sea Adventures**, (Adventure Pubs.) 101 Hudson St., New York. (Bi-M-15) Sea short-stories 4000 to 7000; novels up to 70,000; fast-moving, action on the seas, some romance. Feature articles, true stories of famous ships or heroes, up to 7000. M. H. Jacobson. Fair rates, Acc.
- Home Friend Magazine**, 1411 Wyandotte St., Kansas City. (M-5) Articles of interest to small-town and rural housewives; verse; romantic, unsophisticated short-stories up to 3500. E. A. Weishaar. 1/4 to 1c, verse 10c line up, Pub.
- Independent Woman**, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic problems, 1200 to 2000; controversial articles on business and professional women's problems, business advancement; informative and light articles; verse 2 to 5 stanzas. Winifred Willson. \$10 to \$35, verse \$2 or \$3, Pub.
- Jewish Forum**, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 1000 to 2000; Isaac Rosen-garten. \$3 per M. poems \$1 up, Pub.
- Judge**, 18 E. 48th St., New York. (M-15) Jokes, epigrams, humorous short-stories, articles, up to 500; verse; drawings. Jack Shuttleworth. 3 to 6c, jokes and paragraphs \$2 to \$5, drawings \$10 to \$75, cartoon ideas \$3 to \$15, Pub.
- Kaleidograph**, A National Magazine of Poetry, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices. Whitney Montgomery, Vaida Stewart Montgomery. Prizes.
- La Parée Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories, French locale, 2000 to 3500; two-part stories 5000 to 6000. 1/2c, Pub.
- Leisure**, 683 Atlantic Ave., Boston. (M-15) Articles on crafts, sports, hobbies, leisure pursuits, 800 to 1500. 1/2c, Pub.
- Literary Digest**, The, 354 4th Ave., New York. (W-10) Articles on national and foreign affairs. Arthur S. Draper. Varying rates, Pub.
- Living Age**, The, 253 Broadway, New York. (M-50) Translations and reprints only. Varian Fry.
- Love Fiction Monthly**, (Periodical House) 67 W. 44th St., New York. (M-10) Glamorous, romantic love short-stories 3000 to 6000; novelettes 10,000 to 15,000; romantic verse. Mrs. Rose Wyn. 1c, verse 25c line, shortly after Acc.
- Masked Rider Western**, The (Ranger), 220 W. 42nd St., New York. (M) Western short-stories 2000 to 6000; novelettes 10,000 to 15,000. Jack Phillips. Rates by arrangement, Acc.
- Mayfair**, (MacLean) 481 University Ave., Toronto, Canada (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.
- Menorah Journal**, The, 63 Fifth Ave., New York. (Q-\$1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.
- Modern Psychologist**, The (Modern Scientific) 310 Riverside Drive, New York. (M-25) Articles, essays on psychology in all phases up to 3000. Dagobert D. Runes. Rarely pays.
- Modern Thinker**, The, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Timely controversial articles 2500 to 3500. Dr. Dagobert D. Runes. Rarely pays.
- Movie Humor**, 1450 Broadway, New York. (M-20) Cartoons with one-line gags; humorous cartoons dealing with current movie stars. M. R. Reese; W. W. Scott. \$4 to \$5, Pub.
- Murder Mysteries**, (Associated Authors) Hollis, N. Y. (M) Novelettes involving murder interest 20,000 to 25,000; sex elements permitted. J. Bruce Donahoe. About 1/2c, Pub.
- Mystery Novels**, (Winford) 165 Franklin St., New York. (M) Short-stories, book-length novels, mystery and weird elements, new and reprint. Short-stories. 1/2 to 1c, Acc.
- National Home Monthly**, (Home Pub. Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) Illustrated feature articles; love short-stories, 3500 to 7000; novelettes, serials, verse. L. E. Brownell. Fair rates, Pub.
- Nation**, The, 20 Vesey St., New York. (W-15) Articles on politics, literature, economics, foreign affairs up to 2400. Freda Kirchwey, Joseph Wood Krutch, Raymond Gram Swing, Charles Angoff. 1c, Pub.
- New Detective Magazine**, (Two-Books) 47 W. 34th St., New York. (Bi-M-15) Detective, murder-mystery novels, master criminal opposed to likable hero, 15,000 to 30,000; some girl interest. Roy deS. Horn. 1/4c up, Acc.
- New Masses**, 31 E. 27th St., New York. (W-10) Economic, sociological articles, Marxist standpoint; proletarian short-stories, sketches, poems, cartoons. Varying rates, Pub.
- New Mexico Magazine**, Santa Fe, N. M. (M-15) Illustrated articles on life or scenic attractions of New Mexico; rarely short-stories of New Mexico scene. George Fitzpatrick. \$5 to \$15 per article, Pub. Verse, no payment.
- New Mystery Adventures**, (Pierre Pubs.) Rm. 806, 120 W. 42nd St., New York. (M-15) Adventure, weird, occult, detective, foreign-legion, mystery short-stories, sophisticated sex angle; novelettes, serials; art work. Stanley Hubbard; A. R. Roberts. 1/3 to 1 1/3c, 30 days after Pub.
- New Outlook**, 515 Madison Ave., New York. (M-25) Timely articles 3000, largely on assignment. Francis Walton. Rates not announced.
- New Western Magazine**, (Two-Books) 47 W. 34th St., New York. (Bi-M-15) Western novels, 10,000 to 75,000—preferably around 20,000. Realistic cattle-country conflict, some girl interest, American cast. Roy deS. Horn. 1/4c up, Acc.
- North American Review**, 597 Madison Ave., New York. (Q-\$1) Short-stories, articles, essays, verse, American subjects (Mexico to Alaska). John H. Pell. About 1 1/2c, Pub.
- Occult Digest**, The, 1900 N. Clark St., Chicago. (M-25) Occult facts, philosophy; metaphysics, astrology, numerology, palmistry, graphology; articles up to 2500; true occult and psychic experiences 500; Effa E. Danelson. No payment.
- Opinion**, 122 E. 42d St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. 1c, Pub.
- Opportunity**, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter. No payment.
- Our Army**, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World-War fiction); jokes; cartoons; regular army background. G. A. Harter. Up to 1/2c, Pub.
- Our Dumb Animals**, 180 Longwood Ave., Boston. (M-10) Animal welfare articles up to 800; verse up to 24 lines. Guy Richardson. 1/4c up, poems \$1 up, Acc.

Our Invisible Government, (Associated Authors) Hollis, N. Y. (M) Articles on social, political, economic problems, pro-capitalist, largely on assignment. J. Bruce Donahoo. Indefinite rates.

Overland Monthly and Outwest Magazine, 305 Douglas Bldg., Los Angeles. (M-25) Articles, Western interest short-stories; verse. Arthur H. Chamberlain. Indefinite rates.

Paris Nights, (Red Top Pubs.) 11 W. 42d St., New York. (M-25) Spicy short-stories, Paris background, up to 3000; verse, jokes, cartoons. Pierre Dumont. ¼c, Pub.

Pep Stories, (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories 2000 to 3500; serials 6000 to 10,000. ¼c, Pub.

Phantom Detective, The, (Standard Mags.) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 4000 to 6000. Leo Margulies, Ed. Director. ¼c up, Acc.

Pirate Stories, (Adventure Pubs.) 101 Hudson St., New York. (Bi-M-15) Pirate short-stories 4000 to 6000; old-time "blood and thunder"; novels up to 70,000; some romance. Feature articles, famous pirates, pirate true stories, up to 7000. M. H. Jacobson. Fair rates, Acc.

Plain Talk, 1003 K. St., N. W., Washington, D. C. (M-25) Suppressed news stories only. Morris A. Bealle. No payment.

Pleasant Living, 107 N. 8th St., St. Louis, Mo. (M) Romantic and mystery short-stories 1500 to 2500. A. Meyer. Low rates, Pub.

Poetry, A Magazine of Verse, 232 E. Erie St., Chicago. (M-25) High-class verse. Harriet Monroe. \$6 page (28 lines), Pub.

Poetry Digest, 516 5th Ave., New York. (M-25) Distinctive poetry; short-stories, articles, essays. Alan F. Pater. Poetry 10c line, Pub.

Prison Life Stories, (Tewhleh Pubs.) 120 W. 42nd St., New York. (M-25) Short-stories (preferably fact) by convicts and ex-convicts; general fiction of prison background; exciting true detective stories; cartoons; photos. Lewis E. Lawes. 1/3 to 1 1/3c, Pub.

Psychology, 1450 Broadway, New York. (M-25) Psychological or inspirational articles, personal experiences; short short-stories. E. Field. Varying rates, Pub. (Slow.)

Real America, 666 Lake Shore Drive, Chicago. (M-25) Articles treating of vital American problems, exposes of graft and corruption; short-stories, any type, up to 10,000; verse. Edwin Baird. 1c, extra for photos, Pub. or Acc. Humorous miscellany 50c to \$1.

Real Western, (Winford) 165 Franklin St., New York. (M) Western short-stories, novelettes. ¼ to 1c, Acc.

Review of Reviews, 233 4th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 1c up, Pub.

Saga, 240 Madison Ave., New York. (M) Dramatized fact adventure stories up to 5000. Lowell Thomas. 1c, Pub.

Saturday Night, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. 2/3 to 1c, photos \$2 to \$3, Pub.

Scarlet Adventuresses, (Associated Authors) Hollis, N. Y. (M) Short-stories of female adventures 3000 to 5000; sex without licentiousness. J. Bruce Donahoo. About ¼c, Pub.

Sentinel, The, 511 S. Sangamon St., Chicago. (W) Short-stories, Jewish theme, 1200 to 1500. Louis S. Berlin. \$6 a story, Acc.

Sexology, 99 Hudson St., New York. (M-25) Scientific articles on sex hygiene, education, etc. David M. Keller, M.D. Indefinite rates.

Sex Psychology, 154 Nassau St., New York. (M-25) Articles on sex psychology 950 to 1350; fillers, news items 100 to 250; cartoons. Chas. Clarke. ¼c up, Pub.

Silhouettes, 303 Rosewood, Ontario, Calif. (Q-35) Good poems, articles, essays. James Neill North. \$1 each, Acc. Prizes.

Sizzling Detective Mysteries, (Nudeal) Wilmington, Del. (M-25) Sex mystery stories. Rates not at hand.

Sizzling Romances, (Nudeal) Wilmington, Del. (M-25) Tempestuous romantic sex stories. Rates not at hand.

Sky Birds, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Air and air-war short-stories 5000 to 7000; war-air novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, Pub.

Smoke, Box 1-1273, Providence, R. I. (Q) Good poetry. David Cornel DeJong. Small payment, Pub.

Snappy (D. M. Pub. Co.) Dover, Del. (M-25) Snappy, risque stories 2000 to 3500. ¼c, Pub.

Spicy Adventure Stories, (Culture Pubs.) 900 Market St., Wilmington, Del. (M) Exotic adventures involving girls and sex, short-stories up to 5000. Lawrence Cadman. 1c, Acc.

Spicy Detective Stories, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong sex elements. Lawrence Cadman. 1c, Acc.

Spicy Mystery Stories, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Mystery short-stories with sex elements 2500 to 5500, eerie and terror angles. Lawrence Cadman. Up to 1c, Acc.

Spicy Stories, (D. M. Pub. Co.) Dover, Del. (M-25) Risque short-stories 2000 to 3500, serials 6000 to 10,000; light, gay, humorous verse. ¼c, Pub.

Spur, The, 515 Madison Ave., New York. (M-50) Articles on sport, travel, art, personalities, usually on assignment. H. S. Adams. Rates not stated.

Star Detective, (Newsstand) 11 W. 42nd St., New York. (M) Fast-action, hard-boiled detective stories 7000 to 10,000. Rates by arrangement, Acc.

Stolen Sweets, (Nudeal) Wilmington, Del. (M-25) Vividly told, sexy tales of private lives. Rates not at hand.

Story, 432 4th Ave., New York. (M-35) Distinctive short-stories. Whit Burnett, Martha Folev. Nominal rates, Pub.

Tattle Tales, (Detinuer) Wilmington, Del. (M-25) Risque short-stories 3000 to 4000. ¼c, Pub.

Ten Detective Aces, (Mag. Pubs.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, sinister note, woman interest welcome, 3000 to 5000; short shorts 1500 to 2000; novelettes 10,000 to 20,000. A. A. Wyn. 1 to 2c, short shorts \$25, Pub.

10 Story Book, 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub. (Slow.)

Today's Astrology, (Magna Pubs.) Mt. Morris, Ill. (M) Astrological articles, scientific astronomy-astrology material. Irvin Ray. 1c; astrological crossword puzzles \$10, Pub.

Toronto Star Weekly, 80 King St. W., Toronto, Canada. (W) Feature articles, Canadian and general appeal up to 3000; short-stories 2000 to 5000; love, mystery, sport, adventure serials. Main Johnston. ¼c up, Acc.

Travel, (McBride) 116 E. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos. Coburn Gilman. 1c, \$1 to \$5 per photo, Pub.

True Gang Life, (Associated Authors) Hollis, N. Y. (M) Short-stories centering around gangsters 3000 to 5000; action packed, staccato writing, sex angle desirable. J. Bruce Donahoo. About ¼c, Pub.

Underworld, (Carwood) 551 5th Ave., New York. (Bi-M-15) Detective, crime deduction, gangster short-stories 3500 to 5000, novelettes up to 15,000. J. Thomas Wood. Payment problematical.

Virginia Quarterly Review, 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000, occasional short-stories, verse 10 to 40 lines. Lambert Davis. \$5 page (350 words), 1c, Pub.

Waldorf-Astoria Magazine, 40 E. 34th St., New York. (M) Diverting short-stories 1500 to 2000; articles, essays, 900 to 1000; verse; drawings, cartoons. Letitia Chaffee. 1¼c up, Pub.

Weird Tales, 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; serials up to 60,000; weird detective stories; verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

West, Garden City, N. Y. (M-15) Western short-stories up to 6000; novelettes 10-12,000; novels 30,000; romantic interest subordinate; verse up to 32 lines. Edmund Collier. ¼c up, Acc.

Western Aces, (Magazine Pubs.) 67 W. 44th St., New York. (M) Outlaw Western short-stories up to 6000, novelettes. No first-person stories. A. A. Wyn. 1c up, Pub.

Western Fiction Monthly, (Newsstand) 11 W. 42d St., New York. (M-15) Western short-stories 3000 to 7000, romantic elements. Martin Goodman. Rates by arrangement, Acc.

Western Novel and Short Stories, (Newsstand) 11 W. 42d St., New York. (M-15) Western short-stories 5000 to 7500; novelettes 10,000 and 20,000; novels 60,000. Martin Goodman. Rates by arrangement, Acc.

Western Poetry, Highland Park Sta., Box 84, Los Angeles. (Q-50) Poetry 2 to 10 lines. Frances Ayres. Small payment for professional work, Pub.

Western Trails, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest up to 6000; novelettes 10,000 to 20,000. No first-person stories. A. A. Wyn. 1 to 2c, Pub.

Wild West Stories and Complete Novel Magazine, (Teck) 461 8th Ave., New York. (M-10) Western short-stories 1000 to 4000; novelettes 15,000 to 25,000. Frederick Gardener. ¼c, Pub.

Wonder Stories, (Gernsback) 99 Hudson St., New York. (M-25) Plausible adventure short-stories, novelettes, serials, 1000 to 100,000, based on new scientific theories and developments of the future. H. Gernsback. ¼c, Pub.

Yale Review, Box 1729, New Haven, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 5000 to 6000. Wilbur Cross. Good rates, Pub.

Your Astrology Magazine, (Zodiac Pubs.) 154 Nassau St., New York. (M-25) Articles on astrology. Louise McWhirter. No payment.

LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

AGRICULTURAL, FARMING, LIVESTOCK

Breeder's Gazette, Spencer, Ind. (M-10) Short stories of success in farming under 1000. Livestock breeding and feeding articles. S. R. Guard. 1c, photos \$2, Pub.

Dairy Goat Journal, Fairbury, Neb. (M) Articles on dairy goat industry, largely from regular writers. C. A. Leach. Approx. 1c, Acc.

Farm Journal, The, Washington Square, Philadelphia. (M-10) Agricultural, scenic, humorous articles with photos 300 to 600; short-stories 3000 to 4000; novelettes 20,000. Arthur H. Jenkins. 1c up, Acc.

Farm and Ranch, Dallas, Tex. (2M-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. ¼c to 1c up, Pub.

Hatchery Tribune, Mt. Morris, Ill. (M-10) Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. ¼ to 2c, Acc.

Hoard's Dairymen, Fort Atkinson, Wis. (2M) Miscellany on dairying interests. W. D. Hoard. Low rates, Pub.

Iowa and Corn Belt Farmer, 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Indefinite rates, Pub.

Ohio Farmer, 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Indefinite rates, Pub. Cover photos, \$5 to \$10.

Ontario Farmer, The, 73 Richmond St., W., Toronto, Canada. (M) Short-stories, rural appeal, 2500; items for farm women. W. Dawson. Indefinite rates, Acc.

Poultry Item, Sellersville, Pa. (M-15) Articles on poultry raising, successful poultrymen, their establishment, equipment, experiences, etc., 500 to 2000. Good rates, Acc.

Poultry Tribune, Mt. Morris, Ill. (M-10) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

Southern Dairy Products Journal, 573 W. Peachtree St., N. E., Atlanta. (M) Features on dairy management in Southern states. R. J. Puckett. 1/4c, Pub.

Successful Farming, (Meredith) Des Moines, Ia. (M-5) Agricultural articles; short-stories and short shorts 800 to 6000; 2-installment serials, verse, editorials, jokes, news items, photos, cartoons. Kirk Fox. 1/4c up, verse 25c line, Acc.

ART, PHOTOGRAPHY

Antiques, 40 E. 49th St., New York. (M-50) Authoritative articles on antique collecting 1500 to 2000. Homer Eaton Keyes. 1 1/2 to 2c, Pub.

Camera, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. 1/4c, Acc.

Photo Miniature, 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000 to 15,000. John A. Tennant. \$50 each, Acc. (Out of market.)

AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION, HIGHWAYS

Aero Digest, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. 1/4c up, Pub.

American Motorist, Pennsylvania Ave. at 17th St., Washington, D. C. (M-15) Illustrated travel articles, vicinity of Washington, D. C., and Eastern states, 1000 to 1500, historical articles appealing to motorists; verse. F. Kay Buschman. 1c, Pub.

Aviation, 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. Edward P. Warner. Good rates, Pub.

Highway Magazine, Armo Culvert Mfrs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads and streets 800 to 1200; cartoons. W. H. Spindler. 1c, photos \$1, Acc.

Motorboat, 63 Beekman St., New York. (M-20) Articles of practical interest to boat owners, sketches, photos. Gerald T. White; E. S. Nelson, Associate. 1/4 to 3c, Pub.

National Waterways Magazine, Westinghouse Bldg., Pittsburgh, Pa. (M-35) River transportation features, 3000 to 5000, news, fillers, photos. John W. Black. 1c, photos \$2 to \$3, Pub.

Popular Aviation, 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanics articles, war experiences, true adventures 2500 to 3500; fact items, fillers 100 to 800. B. G. Davis. 1/4 to 1c, Pub., photos extra.

Power Boating, Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on boating subjects. J. G. Robinson. Indefinite rates, Acc.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

U. S. Air Services, 727 Transportation Bldg., Washington, D. C. (M-25) Aviation articles, short-stories, verse. E. N. Findley. 1c, Pub. (Overstocked.)

Western Construction News, 114 Sansome St., San Francisco. (M) Articles on all phases Western construction activity. J. I. Ballard. Varying rates.

Western Flying, 420 S. San Pedro St., Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service, production, or aircraft operation. Query on features. Robert J. Fritchard. 25c inch. Pub. (Overstocked.)

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 537 S. Dearborn St., Chicago. (W-5) Spot news only, with illustrations. Special monthly section devoted to industrial marketing and advertising. S. R. Bernstein. 1c, Pub.

American Business, 4660 Ravenswood Ave., Chicago. (M-15) Material 97% staff-written, but buys occasional concrete examples of business success in manufacturing field. Query. Eugene Whitmore. \$35 for 2000 words, Pub.

Bankers Magazine, 465 Main St., Cambridge, Mass. (M) Authoritative bank management articles. Keith F. Warren. 1/4c up, Pub.

Barron's, 44 Broad St., New York. (W-25) Authoritative financial articles 500 to 2500. Cyril A. Player. Indefinite rates, Acc.

Burrough's Clearing House, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3c, Acc.

Business Week, 330 W. 42nd St., New York. (W-20) Not in the market. Marc A. Rose.

Commerce, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Howard R. Smith. Rates variable (Overstocked.)

Credit & Financial Management, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall. 1c, Pub.

Executive Purchaser, The, (Rogreen Pubs.) 623 E. St. Clair Ave., Cleveland. (M-25) Articles dealing with purchasing, purchasing practices and selected industrial topics 1000 to 3500. Lee Merkel. 1/4c up, Acc.

Forbes Magazine, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500 to 2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Acc.

How to Sell, 75 E. Wacker Drive, Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 400 to 2500. R. C. Remington. 1/4c, Pub.

Independent Salesman, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling up to 1200. Martin E. Siegel. 1/4 to 1c, photos \$1, Pub.

Nation's Business, The, 1615 H. St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe, Ed.; J. W. Bishop, Mng. Ed. Good rates, Acc.

Opportunity, 919 N. Michigan Ave., Chicago. (M-10) Inspirational fiction and articles; success stories based on selling. Kenneth C. Smith. 1/4c, Acc.

Postage and Mailbag, 160 5th Ave., New York. (M-10) Direct-mail advertising articles. John Howie Wright. 1c, Pub. (Overstocked.)

Printers' Ink, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**-25) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

Rand McNally Bankers Monthly, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beaty. Good rates, Pub.

Sales Management, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill. 1 to 3c, Pub.

Savings Bank Journal, 274 Madison Ave., New York. (M-35) Operation, advertising and promotion articles 1500 to 2000. J. C. Young. 1c, Pub.

Signs of the Times, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. 1/4c, Pub.

Specialty Salesman, Milwaukee, Wis. (Chicago Office, 307 N. Michigan Ave.) (M-15) Inspirational articles 1000 to 3000; human-interest short-stories 1000 to 3000; editorials on direct selling 800; short fact items, news items pertinent to field 100 to 1000. Richard Milton. 1/4c, Acc.

Trained Men, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vandercrook. 1c up, Acc.

Western Advertising, 564 Market St., San Francisco. (M-20) Buys material only on special assignment. Douglas G. McPhee.

BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

American Home, The, 444 Madison Ave., New York. (M-10) Practical articles pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Indefinite rates, Pub.

Arts and Decoration, (McBride, Andrews) 116 E. 16th St., New York. (M-35) Articles, photos, drawings describing distinctive homes; the arts, entertainment. Decorating and furnishing merchandise news. Barrett Andrews. 1 to 2c, Acc.

Better Homes & Gardens, (Meredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500; brief short-stories of allied interest. Elmer T. Peterson. 2c up, usual photo rates, Acc.

Canadian Homes & Gardens, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Practical home and garden articles up to 2000, photos. J. Herbert Hodgins. 1c, Pub.

Country Home, The, 250 Park Ave., New York. (M-5) Articles on farming, home improvement, gardening, general features, 2500, mostly staff-written. Short-stories, authentic cultural background and characters, up to 4500. Wheeler McMillen. Good rates, Acc.

Country Life, 444 Madison Ave., New York. (M-50) Illustrated gardening, sport, interior decorating, country estates, travel articles 1000 to 1500; good photos essential. Mrs. Jean Austin. Indefinite rates, Pub.

Home Desirable, The, 221 N. La Salle St., Chicago. (M-free) Articles on home modernization, especially through plumbing and heating; short-stories up to 6000; cartoons. W. L. Benson. 1 to 5c, Acc. or Pub. (Prefers query with outline.)

House and Garden, (Nast) Lexington at 43d, New York. (M-35) Home decoration, landscape, architectural articles. Richardson Wright. 1c up, Acc.

House Beautiful combined with Home & Field, (Hearst) 572 Madison Ave., New York. (M-35) Articles on gardening, decoration, architecture up to 1500. Arthur H. Samuels. 2 1/2c, Acc.

Sunset, 576 Sacramento St., San Francisco. (M-10) Home-making, garden, vacation, outdoor articles, Western appeal, 1000 to 1500. Buys only from Western writers. Lou F. Richardson; Genevieve A. Callahan. 1c up, verse 25c line, fillers \$1, Pub.

Town and Country, 572 Madison Ave., New York. (2M-50) Not in the market. Harry A. Bull.

EDUCATIONAL

American School Board Journal, 407 E. Michigan St., Milwaukee, Wis. (M-35) School administrative articles 500 to 3000. Photos of children in school activities, new school buildings. Wm. C. Bruce. 1/4 to 1/2c, Pub.

Grade Teacher, The, (Educ. Pub. Co.) 419 4th Ave., New York. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale. 1/4c, Pub.

Industrial Arts and Vocational Education, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz. 1/4c, news 1/4c, Pub. (Overstocked.)

Instructor, The, 514 Cutler Bldg., Rochester, N. Y. (M-30) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

Journal of Education, 6 Park St., Boston. (2M-20) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay. \$5 to \$10 per story, Acc.

Practical Home Economics, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers 1500 to 2000. Jessie A. Knox. 1/4c, Pub.

School Activities, Topeka, Kans. (M-20) Articles on high-school extra-curricular activities 1000, one-act plays for school use, stunts, money-making plans, novelty entertainment material, up to 2000. H. C. McKown. ¼c, Pub.

School Management, 9 E. 40th St., New York. (10 yearly-15) 200-word departmental items. \$1 each, Pub.

HEALTH, HYGIENE

Arena and Strength, 2741 N. Palethorp St., Philadelphia. (M-15) Health, hygiene, exercise, diet, boxing articles. Up to 1c, Pub. (Unsatisfactory.)

Forecast, 6 E. 39th St., New York. (M-25) Scientific discussion of nutrition, child training; news articles on food and health progress 2000 to 3000. Alberta M. Goudiss. 1 to 1½c, Acc.

Hygeia, The Health Magazine, 535 No. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein. 1c up, Pub.

Industrial Medicine, 844 Rush St., Chicago. (M-50) Authentic articles dealing with study of the economy, law, theory, practice and statistics of employer-employee medical matters. Invites queries. A. D. Cloud. 1c, Pub.

Journal of the Outdoor Life, 50 W. 50th St., New York. (M-15) Anti-tuberculosis articles, short-stories, experience articles from tuberculosis patients. Philip P. Jacobs, Ph.D. Low rates, Acc.

Modern Medicine, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes, M.A. ½c up, photos \$3, Pub.

Physical Culture, (Macfadden) 1926 Broadway, New York. (M-15) Health articles, self-told adventures in health. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

Trained Nurse & Hospital Review, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 800 to 3200. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

MUSICAL

Choir Herald, (Lorenz Pub. Co.) 3d and Madison Sts., Dayton, O. (M-15) Articles of interest to singers, choirs, music organizations 200 to 1800; sacred lyrics; librettos for seasonal cantatas; services, recitations, exercises, hymns; texts for religious music. Prof. Herman von Berge. ½c, \$2 per lyric, Acc.

Diapason, 306 Wabash Ave., Chicago. (M-15) Articles on organs, organists, organ construction; church music; recital programs, reviews, 100 to 1000. S. E. Gruenstein. \$2 to \$4 column, Pub.

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 150 to 2000; art work, cartoons. James Francis Cooke. \$4 column (600 words) Pub.

Jacobs' Orchestra Monthly, also **Jacobs' Band Monthly**, 120 Boylston St., Boston. (M) Educational articles for school and community orchestras and bands. Arthur C. Morse. 25c line, Pub.

Metronome, 113 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Doron K. Antrim. 1c, Pub.

Musical America, 113 W. 57th St., New York. (M and 2-M-20) Music articles 1500 to 2000. A. Walter Kramer. Indefinite rates, Pub.

Musical Courier, 113 W. 57th St., New York. (M-20) Informational articles of interest to musicians 200 to 1000. Leonard Lieblich. 1c, 60 days after Pub.

Musical Forecast, 1090 Union Trust Bldg., Pittsburgh, Pa. (M-20) Informational articles of interest to musicians. David H. Light. 1c, Pub.

Musical Quarterly, The, 3 E. 43d St., New York. (Q-75) Musical aesthetics, history articles. Carl Engel. \$4.50 page, Pub.

Musician, The, 15 E. 38th St., New York. (M-25) Feature music material. A. N. de Vore. No payment.

Tempo, 152 W. 42d St., New York. (M) Short human-interest articles on music and musicians. Miss Isabel Lowden. 1c, Pub.

RELIGIOUS

Adult Bible Class Monthly, 420 Plum St., Cincinnati, O. (M-10) Religious educational articles 300 to 1500, short short-stories 1200 to 1600, verse 2 or 3 stanzas, news of significant Bible-class activities 100. Lucius H. Bugbee. ½ to 1c, verse \$3 to \$10, photos \$2.50 up, Acc. (Overstocked.)

Ave Maria, The, Notre Dame, Ind. (W-10) Short-stories 2800 to 3000; serials 15 to 20 3000-word chapters; articles on Catholic topics 3000; poems not over 24 lines. Juvenile adventure short-stories, serials, wholesome but not preachy. Rev. P. J. Carroll, C.S.C. \$3 page, poems \$5, Pub.

Canadian Messenger, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, 3000; no love stories; articles, Catholic interest, 1000 to 3000. Rev. J. I. Bergin, S.J. ¼c, Acc.

Christian Advocate, The, (Methodist Book Concern) 150 5th Ave., New York. (W-10) Religious feature articles 1000; short-stories 1500; serials 20,000. James R. Joy. ¼c, Pub.

Christian Endeavor World, 419 4th Ave., New York. (Q-20) Christian Endeavor news. No contributed matter.

Christian Herald, 419 4th Ave., New York. (M-20) Interdenominational religious, sociological articles; short-stories 1000 to 6000. Varying rates, Pub. (No unsolicited material.)

Church Business, Duplex Envelope Co., Richmond, Va. (Bi-M) Articles with or without illustrations on church plans, programs, etc., up to 800; religious fillers, jokes. Mary M. Cocke. About 1c, jokes \$1, Pub.

Cradle Roll Home, The, 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150 to 800, fact items. Agnes Kennedy Holmes. ¼c, Acc.

Improvement Era, The, 50 N. Main St., Salt Lake City, Utah. (M-20) Organ of Latterday Saints. Moral short-stories 4000; serials 30,000; domestic, religious, educational articles 4000; essays 2500. Harrison K. Merrill. ½c, verse 12½ line, Pub.

Living Church, The, 1801 W. Fond du Lac Ave., Milwaukee. (W-10) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc. Religious verse, no payment.

Lookout, The, Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1800 to 2200; wholesome short-stories 1500 to 2000, serials up to 12 chapters, 1500 to 2000 each. Photos, upright, 8x10, scenic, human-interest. Guy P. Leavitt. ¼c, photos \$1 to \$5, one month after Acc.

Magnificat, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

Messenger of the Sacred Heart, 515 E. Fordham Rd., New York. (M-10) Catholic short-stories to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.

New Outlook, The, United Church of Canada, 299 Queen St., W. Toronto Canada. (W-10) Articles on religious and international problems travel, art, etc., short-stories, 1000 to 1200; verse; children's material. W. B. Creighton. ½c, Acc.

Progress, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Solution of personal and world problems from standpoint of Christ teachings. Short-stories 1500 to 3500; articles 500 to 1500; poetry 4 to 16 lines. Ernest C. Wilson. 1c up, verse 25c line up, Acc. (Overstocked on verse.)

Queen's Work, The, Jesuit Fathers, 3742 W. Pine Blvd., St. Louis, Mo. (M) Catholic interests; short-stories, articles, 1200 to 2000; editorials; photos. Rev. Daniel A. Lord, S.J. ¼c, Acc.

Sign, The, Union City, N. J. (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C.P., Indefinite rates, Acc.

Standard Bible Teacher, Box 5, Sta. N., Cincinnati, O. (Q-15) Biblical study articles 1500 to 2000. Frederick J. Gielow, Jr. ½, Acc.

Sunday School Times, 323 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ½c up, Acc.

Sunday School World, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. ¼c, Acc.

Union Signal, The, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence. About 1/3c, Pub.

Unity, also **Weekly Unity**, 917 Tracy Ave., Kansas City. (M and W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

SCIENTIFIC, TECHNICAL, RADIO, MECHANICS

Electricity on the Farm, 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1½c, Acc. (Overstocked.)

Everyday Science & Mechanics, (Gernsback) 99 Hudson St., New York. (M-10) Constructional and experimental articles up to 2000. H. Gernsback. ½c up, photos \$2 up, Pub. (Slow.)

Home Craftsman, The, 63 Park Row, New York. (Bi-M-15) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1c to 2c, photos \$2 up, Pub.

Illustrated Mechanics, 1411 Wyandotte St., Kansas City, Mo. (M-5) Exclusively a home workshop-homework magazine featuring "how-to-make-it" articles 500 to 1500. E. A. Weishaar. ½ to 1c, photos or drawings \$1 to \$3, soon after Acc.

Mechanics and Handicraft, (Standard) 22 W. 48th St., New York. (Q-15) Popular scientific miscellany. Good rates, acc.

Model Airplane News, 551 5th Ave., New York. (M-20) Model airplane construction articles. Rates not stated.

Model Craftsman, The, 33 W. 42nd St., New York. (M-25) Illustrated articles on home craftsmanship, mechanics. Rates by arrangement.

Modern Mechanix and Inventions Magazine, 529 S. 7th St., Minneapolis, Minn. (M-15) Popularly illustrated mechanical, scientific, adventure articles up to 2000, fact items with photos; construction ideas for amateur workshop fans. William Kostka. Good rates, photos \$3 up, Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000; fillers with pictures 100 to 400; no poetry. R. W. Westwood. 1 to 5c, Acc. (Overstocked.)

Popular Mechanics, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical; industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300 to 1500; fillers up to 250. L. K. Weber. 1 to 10c; photos \$3 up, Acc.

Popular Science Monthly, 353 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c, photos \$3 up, Acc.

Radio-Craft, (Gernsback) 99 Hudson St., New York. (M-25) Articles of general interest, semi-technical, on radio topics, under 2000; photos, illustrations. Hugo Gernsback. 1c, Pub.

Scientific American, 24 W. 40th St., New York. (M-35) Scientific, technical articles popularly presented, discoveries, inventions. O. D. Munn. Indefinite rates, Acc.

Scientific Progress, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Popular scientific articles on health, psychology, achievement. Dagobert D. Runes, Ph.D. Rarely pays.

Scientific Psychology, 4238 Clarendon Ave., Chicago. (M-23) Scientific articles on psychology 1500 to 3000; timely items. D. J. Foard. No payment.

Short Wave Radio, 1123 Broadway, New York. (M) Technical radio material on short wave receivers and transmitters, illustrated, 1000 to 3000. Robert Herzberg. 1c, Pub.

Tower Radio, (Tower) 55 5th Ave., New York. (M) Radio short-stories; fan material up to 2000. Frederick James Smith. Good rates, Pub.

SPORTING, OUTDOOR, HUNTING, FISHING

Alaska Sportsman, The, Ketchikan, Alaska. (M) Short-stories, Alaska interest, 2000 to 5000; outdoor fact articles; Alaska sport cartoons, photos. T. K. Smith. ¼c, Pub.

American Golfer, The, (Nast) Lexington at 43d Sts., New York. (M-25) Golf articles up to 1500. Grantland Rice. Indefinite rates.

American Rifleman, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1c, Pub. (Overstocked.)

American Trapper, Plymouth, Calif. (M) Short fact stories on trapping 500 to 1500; short items 100 to 200; photos. N. E. Sharp. ¼c, Acc. or Pub.

Baseball Magazine, The, 70 5th Ave., New York. (M-20) Major league baseball articles, verse. F. C. Lane. ¼c, Pub.

Fan & Family, 400 N. Michigan Ave., Chicago. (M-10) Personality feature articles on famous baseball heroes, sportsmen, 2000 to 3000; short-stories combining romance and baseball 2000 to 3000; short shorts, any subject, 1000; sport fillers. David H. Colcord. \$30 to \$50 per article, Acc.

Field and Stream, (Warner) 578 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500 to 3000. Ray P. Holland. 1c up, Acc.

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-25) Fishing, hunting, fur-raising articles by practical authorities; true Indian and frontier day stories 3000 to 5000. A. V. Harding. ¼ to ¾c, Acc.

Golf Illustrated, 425 5th Ave., New York. (M-50) Golf and general sports articles, instructions on how to play, personalities, unusual events, up to 1500; editorials, verse, art work, photos, cartoons. Alvin E. Hewitt. \$10 to \$25 per article, Pub.

Hunter-Trader-Trapper, 386 S. 4th St., Columbus, O. (M-25) Fur-farming, trapping, hunting-dog, fishing articles, outdoor photos. Otto Kuechler. Indefinite rates, Acc. (Overstocked.)

National Bowler's Journal and Recreation Age, 360 N. Michigan Ave., Chicago. (M-25) Articles on bowling, billiards, softball, lawn bowling, hockey; short-stories; photos; news items; cartoons. J. M. Luby. 10c, Pub.

National Sportsman, 75 Federal St., Boston. (M-10) Hunting and fishing articles. Low rates, Pub.

Outdoor Life, 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000. Raymond J. Brown. Up to 10c, \$3 up for photos, kinks, shorts, Acc.

Pacific Sportsman, 401 Sansome St., San Francisco. (M) Outdoor, fishing, hunting, boating, canoeing, camping articles 500 to 1500; outdoor poetry up to 16 lines. John C. Piver. No payment.

Post Time, 421 Plymouth Court, Chicago. (M-25) Articles, short stories dealing with horse racing 1000 to 5000. Mark Melten. Up to 1½c, Pub.

Scholastic Coach, 250 E. 43d St., New York. (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photos, drawings. Jack Lippert. 1c, Pub.

Sports Afield and Trails of the Northwoods, 900 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting trips, good photos, 1500 to 2000. P. K. Whipple. 1 to 2c, Pub.

Sportsman, The, 8 Arlington St., Boston. (M-50) Articles on special aspects of amateur sports; fox-hunting, polo, yacht racing, gunning, fishing, etc., 1500 to 2500. Prefers query. Richard Ely Danielson. Indefinite rates, photos \$3, Pub.

Squash-Badminton, 500 5th Ave., New York. (M-50) Articles on squash, badminton; local activities; photos. Robert C. Hynson. ¼c, Pub.

Turf & Sport Digest, 511 Oakland Ave., Baltimore, Md. (M-35) Articles on running, horse racing, 1500 to 5000, racing short-stories up to 5000; serials up to 20,000, especially racing fiction. Edgar G. Horn. ¼c, Pub. or Acc.

THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

Billboard, The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

Greater Show World, 1547 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. ¼c, Pub.

Hollywood Magazine (Fawcett) 7046 Hollywood Blvd., Hollywood. (M-5) Film articles on assignment; fillers, photos. Ted Magee. Liberal rates, Acc.

Modern Screen, (Dell) 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500 to 2000; fillers, news items. Mary Burgum. Good rates, Acc.

Motion Picture Magazine (Fawcett) 1501 Broadway, New York. (M-15) Articles on motion pictures and stars, usually on assignment. Patricia Reilly. Good rates, Acc.

Movie Classic, (Fawcett) 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment, 1800 to 2500. Occasional articles on famous women in allied fields; smart short-stories. James E. Reid. Good rates, Acc.

Movie Mirror, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-10) Motion-picture fan material only on assignment. Ruth Waterbury; E. V. Heyn, N. Y. editor. Good rates, Acc.

New Movie Magazine, (Tower) 55 5th Ave., New York. (M-10) Motion-picture articles 1500 to 2000; fillers; no fiction. Frank J. McNelis. Varying rates, Acc.

Photoplay, (Macfadden) 1926 Broadway, New York. (M-25) Motion picture articles; no fiction. Good rates, Acc.

Picture Play Magazine, (S. & S.) 79 7th Ave., New York. (M-15) Articles 1200 to 1500 of interest to motion-picture enthusiasts, usually on assignment. Norbert Lusk. Indefinite rates, Acc.

Radioland, (Fawcett) 1501 Broadway, New York. (M-10) Feature articles on radio subjects and personalities. Donald G. Cooley. Good rates, Acc.

Radio Stars, (Dell) 149 Madison Ave., New York. (M-10) Fan stories, lives of radio personalities up to 2000. Curtis Mitchell. Good rates, Acc.

Romances of Hollywood "Movies", (Alvania Pubs.) 1450 Broadway, New York. (M-10) Movie fan stories and interviews. M. R. Reese. Fair rates, Pub. (Slow.)

Screen Book, (Fawcett) 1501 Broadway, New York. (M-10) Short news articles on popular screen favorites, usually on assignment. Carl A. Schroeder. Liberal rates, Acc.

Screenland, 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Delight Evans. Fair rates, Pub.

Screen Play, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Authentic articles of interest to movie fans, usually on assignment. Capt. Roscoe Fawcett, Ed.; Murphy McHenry, Executive Ed. Liberal rates, Acc.

Theatre Arts Monthly, 40 E. 49th St., New York; 2 Ladbroke Rd. London, W. 11, England. (M-50) Articles on theatre and associated arts 1800 to 2500; verse. Edith J. R. Isaacs. 2c, Pub.

Variety, 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.

TRADE JOURNALS—MISCELLANEOUS

American Artisan, 6 N. Michigan Ave., Chicago. (M) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

American Baker, The, 118 S. 6th St., Minneapolis. (M-10) Short success stories; baking innovations; examples of good merchandising. ¼c and up, Acc.

American Builder and Building Age, 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

American Druggist, 572 Madison Ave., New York. (M) Highest type drug merchandising articles 200 to 1000; photos, cartoons, cartoon ideas. Howard Stephenson. High rates, Acc.

American Hairdresser, 386 4th Ave., New York. (M-35) Trade News. 1c, Pub.

American Hatter, Haberdasher and Clothier, 1225 Broadway, New York. (M-25) Trade miscellany. R. C. Boehm. ½ to 1c, photos \$2, Pub.

American Ink Maker, 524 W. 31st St., New York. (M) News of manufacturers and distributors of printers' inks. Low rate, Pub.

American Lumberman, 431 S. Dearborn St., Chicago. (Bi-W) News and features of lumber and building materials industry. A. L. Ford. \$3.50 column, Pub.

American Miller, 330 S. Wells St., Chicago. (M-25) Illustrated features of the milling industry; interviews with millers; new ideas or developments; oddities; merchandising plans; technical features; sketches; cartoons. Newton C. Evans. ½ c up, Pub. (Reported very slow pay.)

American Paint & Oil Dealer, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

American Painter & Decorator, 3713 Washington Blvd., St. Louis, Mo. (M-10) Accurate, descriptive articles on unusual decorating jobs, photos. Query. George Boardman Perry. Up to 1c, Pub.

American Paper Merchant, 1911 Conway Bldg., Chicago. (M) News and features regarding paper merchants. Frank C. Petrine, Mng. Ed. ½c up, Acc.

American Perfumer & Essential Oil Review, 9 E. 38th St., New York. (M-30) Technical, scientific articles on perfumes, cosmetics, soaps, etc., articles on merchandising and advertising of same from manufacturer's standpoint; news items on manufacturers. S. L. Mayham. Indefinite rates, features, Acc.; news, Pub.

American Printer, The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives. L. B. Siegfried. 1c up, Pub.

American Restaurant Magazine, 5 S. Wabash Ave., Chicago. (M-25) Largely staff-prepared. H. C. Siekman.

American Silk & Rayon Journal, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500 to 3000. H. W. Smith. \$6 per 1000, Pub.

Amusement Park Management, 404 4th Ave., New York. (M-25) Constructive articles on general amusement park operation, with photos. S. Hoffman. 1c, photos \$1.50, Pub.

Art of Mosaics & Terazzo, 400 W. Madison St., Chicago. Articles on use and sale of mosaics and terazzo work. R. B. Birch, Jr. 1c, photos \$2, Pub. (Very slow.)

Autobody Trimmer and Painter, 128 Opera Place, Cincinnati. (M-20) Limited market for technical and merchandising articles of the trade. John R. Warrington. ¼c, Pub.

Automatic World, 120 St. Louis Ave., Ft. Worth, Tex. (M) Tom Murray. 20c column inch, Pub.

Automobile Digest, 22 E. 12th St., Cincinnati. (M) Methods and management articles of interest to independent service garage men. Ray Kuns. Indefinite rates, Acc.

Automobile Trade Journal, Chestnut and 56th, Philadelphia. (M-25) Features based on interviews with successful automobile or equipment dealers, wholesalers. Leon F. Banigan. 1c up, Pub.

Automotive Daily News, 5th Floor, New Centre Bldg., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 20c inch, photos \$1.50, Pub.

Automotive Electricity, 480 Lexington Ave., New York. (M-20) Technical articles on automotive electric and shop equipment, articles on merchandising service and accessories 1200 with art. L. E. Murray. ¼c up, Pub.

Automotive Merchandising, 97 Horatio St., New York. (M) Articles of interest to car dealers, garages, service stations, independent shops up to 1000. Photos. Stanley P. McMinn. 1c, Pub.

- Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc., Overstocked. File name for possible assignments. C. Hayley. 1c, Pub.
- Bakers' Helper**, 330 S. Wells St., Chicago. (Bi-W-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.
- Bakers Weekly**, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Albert Klopfer. Space rates, Pub.
- Bakers Review**, 330 W. 42d St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Webster. 20c inch, Pub. (Buys little.)
- Beach and Pool**, 404 4th Ave., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)
- Beautician Magazine**, 11 Park Pl., New York. (M-20) Articles of interest to beauty shop owners and operators. 1c, Pub.
- Black Diamond, The**, 431 S. Dearborn St., Chicago. (BiW-20) Practical method articles in the coal industry. A. T. Murphy. ½c up, Pub.
- Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.
- Boys' Outfitter**, 175 5th Ave., New York. (M) Interviews with boys' department buyers. Regular correspondents. Ivan Block. 25c column inch, Pub.
- Brewer and Dispenser**, 501 Maritime Bldg., Seattle, Wash. (M) News, features, Pacific coast beer industry. Indefinite rates.
- Brewers' Journal**, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. H. S. Rich, Pub.
- Brewery Age**, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dubin. Indefinite rates, Pub.
- Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. H. V. Kaepfel, Mng. Ed. 1c up, Pub.
- Building Modernization**, 9 E. 40th St., New York. (M) Illustrated, factual articles on modernization of homes, hotels, factories, public buildings. 1c, Pub.
- Building Supply News**, 59 E. Van Buren St., Chicago. (M-25) Not in market for contributions unless unusually unique merchandising of building materials. John H. Van Deventer, Jr. 40c inch, Pub.
- Bus Transportation**, 330 W. 42d St., New York. (M-35) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks. ¼c, Acc. News items, first 100 words 2c, bal. each item ½c, Pub.
- Casket & Sunnyside**, 487 Broadway, New York. (M-50) Interviews with morticians on mortuary management. Seabury Quinn. ½c, Pub. (Query first.)
- Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaepfel. 1c, Pub.
- Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles, assignment only. G. M. Lehar. About 1½c, Pub.
- Chain Store Management**, 18 E. 41st St., New York. (M-20) Food chain miscellany. Glenn C. Compton. (Out of market.)
- Cleaning and Dyeing World**, 330 W. 42d St., New York. (M) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About ¼c, Pub.
- Clubs**, 2750 Lake View Ave., Chicago. (M) Business articles on club management and operation; photos. G. H. Woolley. 1c, Pub.
- Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-25) Articles on servicing and operating methods of large truck fleet operators, particularly methods for effecting economies, 1500. George T. Hook. Variable rates, Pub.
- Confectionery and Ice Cream World**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.
- Concrete Products**, 330 S. Wells St., Chicago. (Bi-M) Illustrated articles on manufacture, marketing and uses of pre-cast concrete products 500 to 1500. H. K. Ferguson. \$10 page, Pub.
- Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-35) Illustrated articles on wholesale candy manufacturing companies, describing production methods or merchandising policies from manufacturer's point of view. Eugene Pharo. Up to 1c, Acc.
- Confectioners News**, 437 Chestnut St., Philadelphia. (M) Illustrated articles, 1000, on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies. Stories showing how candy jobbers assist retailers in display and disposal of confections. Eugene Pharo. 1c, photos \$1 to \$3, Acc.
- Corsets & Brassieres**, 267 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. ½c, Pub.
- Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Articles, buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campe. ¼c, Pub.
- Cracker Baker, The**, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant write-ups; sales stories; practical or technical articles; human-interest and success stories. Query. L. M. Dawson. 30 to 50c inch, Pub.
- Crockery and Glass Journal**, 1170 Broadway, New York (M) Illustrated articles on china and glass sales promotion stunts by retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. ¼c, Pub.
- Dairy Produce**, 110 N. Franklin St., Chicago. (2-M-15) Limited market for illustrated features on distribution and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.
- Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Merchandising and improved quality of product articles of proved merit; new or remodeled plant articles on dairy plants (milk, ice-cream, butter, cheese, dairy by-products); articles on milk plants preferred, 500 to 2000, with photos, ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3, Pub.
- Decorative Furnisher, The**, 381 4th Ave., New York. (M) Illustrated articles of interest to interior decorators, decorative departments in high-class department stores, home furnishers, and retailers. Good rates, Pub. (Overstocked.)
- Diesel Digest**, 304 S. Broadway, Los Angeles. (M-25) Occasional articles 1000 to 2000, descriptive of new Diesel usages or novel installations. Illustrations. A. L. Hancock. ¼ to 1½c, photos, 50c and \$1, Pub.
- Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation, 2,000, photos. Lacy H. Morrison. 1c, Pub.
- Diesel Transportation**, supplement to *Diesel Power, 192 Lexington Ave., New York. Illustrated articles on use of diesel engines in locomotives, rail cars, tractors, etc. Lacy H. Morrison. 1c, Pub.*
- Distribution and Warehousing**, 249 W. 39th St., New York. (M-30) Articles dealing with public warehouse problems. Kent B. Stiles. ¼c up, photos \$2, Pub.
- Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. R. V. Sawhill. 1c, Pub.
- Drapery Profits**, 420 Lexington Ave., New York. (M-35) Authenticated articles on selling and advertising decorative fabrics, photos. W. H. McCleary. 1c, photos \$3, Pub.
- Dress Accessories**, 1170 Broadway, New York. (M) News and features of interest to buyers of gloves, laces, handkerchiefs, costume flowers, etc. Doris Burrell. ¼c, Pub. (Not in market.)
- Druggists' Circular, The**, 12 Gold St., New York. (M-25) Druggist success articles. G. K. Hanchett. Indefinite rates, Pub.
- Drug Topics**, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Rennick, Mng. Ed. 1c, Pub. Numerous unsatisfactory experiences reported, such as excessive cutting, lost manuscripts, delayed payments, etc.
- Drug Trade News**, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Rennick, Mng. Ed. Indefinite rates. See comment on *Drug Topics*.
- Drug World**, 572 Madison Ave., New York. (E.O.W.) News covering manufacturing and wholesaling activities in drug, cosmetics and soda fountain fields. Regular correspondents. Stewart Schackne. 1c, Acc.
- Drycleaning Progress**, 120 St. Louis Ave., Ft. Worth, Texas. (M) News and features of trade in Southern states. V. E. Martin. ½c, Pub. (Not buying.)
- Dry Goods Economist**, 239 W. 39th St., New York. (M-15) Articles of specific interest to department store field, up to 750. C. K. MacDermut, Jr., Mng. Ed. 1½c, photos \$2, special rates on best material, month after acceptance.
- Dry Goods Merchants Trade Journal**, 507 W. 10th St., Des Moines, Ia. (M) Only outstanding articles about store departments bought. Largely staff-written. K. I. Boreman. 1c, Acc.
- Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. Marlen E. Pew. \$2 col. up, Pub.
- Electrical Dealer**, 360 N. Michigan Ave., Chicago. Illustrated features, "shorticles," on merchandising electrical appliances. Stanley A. Dennis. 1c, Pub.
- Electrical South**, Grant Bldg., Atlanta, Ga. (M) News and features of interest to electric power companies, electrical contractors, dealers, wholesalers of the South. S. R. McGillis. ¼c, Pub.
- Electrical West**, 883 Mission St., San Francisco. (M-25) Limited market for articles on electrical merchandising, and installations, in 11 Western states. Wm. Cyr, Assoc. Ed. ¼ to 1c, Pub.
- Electrical Wholesaling**, 330 W. 42d St., New York. (M-25) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates, Pub.
- Electric Refrigeration News**, 5229 Cass Ave., Detroit, Mich. (W-10) Informative articles on servicing of refrigerating machines, successful merchandising formulae for electrical appliances, technical descriptions of air conditioning installations; news of more than local importance; human-interest photos. George E. Taubeneck. 1c, Pub. (Buying little.)
- Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, excavating contracts, open pit mining, quarry, drainage, 500 to 2000. Arnold Andrews. 1c, photos \$1, Pub. (Query.)
- Factory Management & Maintenance**, 330 W. 42d St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates, Pub.
- Feed Bag, The**, 210 E. Michigan St., Milwaukee. (M-25) Articles on merchandising ideas used by feed dealers (quote figures) 750 to 1000. David K. Steenbergh. 1c, Pub.
- Feedstuffs**, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade, preferably from midwest and northern states. Harvey E. Yantis. ½c, Acc.
- Film Daily**, 1650 Broadway, New York. (D) News of the industry. J. W. Alicote. Space rates.
- Fishing Gazette**, 461 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing); correspondents needed. Prefers preliminary outline. Carroll E. Pellissier. 1c, news 25c inch, photos \$1, Pub.
- Florists Exchange**, 448 W. 37th St., New York. (W) News and features of florist trade. Regular correspondents. E. L. D. Seymour. ¼c, Pub.
- Florists Review**, 508 S. Dearborn St., Chicago. (W) News furnished by regular correspondents. Strictly trade. A. C. Morgan. Fair rates, Pub.
- Food Field Reporter**, 330 W. 42d St., New York. (Bi-W) News of food and grocery product manufacturers. Dan Rennick. 1c. Dept. items, 10c line, Pub. Basic editorial policy relating to contributors disapproved by The Author & Journalist.

Ford Dealer and Service Field, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 200, on selling, service, parts merchandising, administration. Ford super-service station operation. H. James Larkin. 1c, Acc.

F.T.D. News, 251 W. Larned St., Detroit. (M) Florists' trade news from regular correspondents. M. Bloy. Fair rates, Pub.

Furniture Age, 2225 Herndon St., Chicago. (M-51) Illustrated merchandising shorts and home furnishing trend articles 100 to 1500, in re furniture, rugs, draperies, refrigeration, washing machines, radios, toys; featuring outstanding promotions, new stores, model houses, unusual merchandising methods. Only well illustrated material accepted. J. A. Gary. 1c, photos \$2, Pub.

Furniture Index, Jamestown, N. Y. (M) Features and shorts on furniture merchandising. L. M. Nichols. 1c, Pub. (Slow to pay.)

Furniture Manufacturer, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Manufacturer and factory superintendents' stories of all phases of factory production, cabinet room, machinery, finishing. 500 to 1500. John N. Nind, Jr. 6/10c, photos \$1 up, Pub.

Furniture Record and Journal, 200 N. Division Ave., Grand Rapids, Mich. (M-30) Shorts on merchandising, advertising, display of furniture, bedding, radios, electrical appliances, housewares, floor coverings, and drapery departments of furniture stores. 200 to 600. John N. Nind, Jr. 6/10c, photos 50c to \$2.50, Pub. (Slow to pay.)

Gas Age Record, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.

Geyer's Stationer, 260 5th Ave., New York. (M) Brief feature articles in stationery, office equipment, allied fields, with photos, giving novel sales promotion ideas, window display, advertising, etc., based on actual interviews. Thos. V. Murphy. \$5 each, Pub.

Gift & Art Buyer, 260 Fifth Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting card, allied fields, promotion methods, advertising, etc. Thomas V. Murphy. \$5 each, Pub.

Gloves, Gloversville, N. Y. (M) Very limited market for news and features of the retail and wholesale glove trade. Bethune M. Grant, Jr. 1c, Pub.

Hardware Age, 239 W. 39th St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 page (about 1½ to 2c per word), Pub.

Hardware Retailer, E. Washington Bldg., Indianapolis. (M) Illustrated hardware merchandising features. Rivers Peterson. 1c, Pub.

Hardware World, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also housewares, china, glass, 1000. Henry Ashmun. ½ to 1c, photos \$1, 30 days after Acc.

Hat Life, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.

Heating, Piping and Air Conditioning, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance of heating, piping and air-conditioning systems in individual plants and large buildings up to 2500, mostly by engineers. C. E. Price. Good rates, Pub.

Hide and Leather, 20 Vesey St., New York. (W-15) Technical tannery and shoe manufacturing articles; brief news articles on new leather products, production methods, sales promotion campaigns by shoe and leather manufacturers. Query. James G. Peede. ½c, Pub.

Home Ware, 1346 Chestnut St., Philadelphia. (M) Articles on rug, drapery, paint and wall paper, housewares departments in department stores, up to 800, ghost-written preferred. K. C. Clapp. Signed articles, varying rates; unsigned, about 1c; photos \$1 to \$3, Acc. and Pub.

Hotel Management, 222 E. 42d St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. 1½ to 5c, Acc.

Hotel Monthly, 950 Merchandise Mart, Chicago. (M) Hotel news and features. Space rates, Pub.

Hotel World-Review, 222 E. 42d St., New York (W-5) Query editor on hotel news and features. A. M. Adams. ½ to 1c, Acc.

House Furnishing Review, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares and electrical appliance departments 700 to 900. Julien Elfenbein. ¼c, \$1 for photos, Pub.

Ice Cream Field, 45 W. 45th St., New York. (M-25) Business-building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. ¼c up, photos 50c to \$1, Pub. (Buying little; query first.)

Ice Cream Trade Journal, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of specific wholesale ice-cream companies 500 to 2000. Harry W. Huey. 1c, Pub.

Ice & Refrigeration, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; also articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.

Implement Record, 420 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. Query. Osgood Murdock. Varying rates, Acc.

India Rubber World, 420 Lexington Ave., New York. (M-35) Technical rubber articles, 2500. D. C. McRoberts. 8c, Pub.

Industrial Finishing, 802 Wulsin Bldg., Indianapolis. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100 to 1500. W. H. Rohr. ¼ to 1c, Pub.

Industrial Retail Stores, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. ¼c, Pub.

Industry & Welding, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.

Infants' & Children's Review, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers. Arthur I. Mellin. ¼c, Pub.

Inland Printer, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.

Insurance Field, 322-28 W. Liberty St., Louisville, Ky. (W-15) Correspondents covering fire, casualty, life insurance news in all principal cities. John E. Puckett. About ¼c, Pub.

Insurance Salesman, 222 E. Ohio St., Indianapolis. True stories of life insurance helping beneficiaries and policyholders in unusual ways, up to 1200. C. C. Robinson. ½ to 1c, Acc.

International Blue Printer, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.

Jewelers' Circular-Keystone, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers, important news of jewelry trade. T. Edgar Willson. 1 to 2c, Pub.

Knitted Outerwear Age, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. News and merchandising features. Bertram M. Lebbhar. 1½ to 2c, Pub.

Laundry Age, 330 W. 42d St., New York. (M-25) Articles on assignment only. J. M. Thacker. Indefinite rates, Pub.

Laundryman's Guide, Industrial Life Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750 to 1200, general news items 50 to 100. ¼ to 1c, photos 50c to \$1, Pub.

Linens & Domestics, 1170 Broadway, New York. (M-10) Trade and feature articles on linen goods, blankets and towels; interior or window display photos. Julien Elfenbein. ¼c, photos \$1 to \$3, Pub.

Liquor Store and Dispenser, 205 E. 42d St., New York. (M-40) Illustrated merchandising articles 1200 for wine and liquor retailers, hotels and restaurants. Hartley W. Barclay. 1c, Pub.

Lubrication and Maintenance, 624 S. Michigan Ave., Chicago. (M) Almost entirely staff-written; occasionally buys an assigned article. Query. Ward K. Halbert. Good rates.

Luggage and Leather Goods, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layouts. News about buyers. Arthur Mellin. ¼c, Pub.

Magazine of Light, The, Nela Park, Cleveland, O. (10 issues yearly-20) Feature articles of modern lighting installation with a merchandising appreciation, 1000. J. L. Tugman. 1c, Acc.

Manufacturing Jeweler, The, 42 Weybosset St., Providence, R. I. (2M-10) Material staff-prepared or obtained through special arrangement. W. Louis Frost. ¼c, Pub.

Mass Transportation, 431 S. Dearborn St., Chicago. (M) News and features of street railway and bus transportation. R. S. Torgerson. ¼c, Pub. (Slow.)

Meat Merchandising, 105 S. 9th St., St. Louis. (M-20) 100-word merchandising shorts on meats, groceries, produce, fish. D. J. Horner. 1c, Pub.

Men's Wear, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.

Mida's Criterion, 400 W. Madison St., Chicago. (M) News of liquor and wine trade. Query. A. B. Greenleaf. ¼c, Pub.

Mill & Factory, (Conover-Mast Corp.) 205 E. 42d St., New York. (M-35) Now buying technical articles for balance of 1935. Query editor for copy of magazine and instructions. Hartley W. Barclay. 1 to 5c, usually Acc.

Millinery Trade Review, 1225 Broadway, New York. (M-50) Millinery trade miscellany. Charles Steinbeck, Jr. ½ to 1c, photos \$2, Pub.

Modern Brewery, 205 E. 42nd St., New York. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives. Hartley W. Barclay. 1c up, usually Acc.

Modern Packaging, 425 4th Ave., New York. (M-50) Illustrated articles on package production and merchandising, on assignment only. D. E. A. Charlton. 1 to 4c, Pub.

Modern Plastics, 425 Fourth Ave., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, etc. Indefinite rates, Pub.

Modern Roofing, 404 4th Ave., New York. (M) Articles from roofing contractors, describing difficult jobs, salesmanship, advertising methods. James McCawley. 1c, photos \$1, Pub.

Modern Stationer, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2.50, Pub.

Mortuary Management, 500 Sansome St., San Francisco. (M-50) Articles on management problems in the funeral field. Wm. Berg. ½ to 1c, Pub. (Not buying.)

Motion Picture Herald, 1790 Broadway, New York. (W) Authoritative material of interest to motion-picture exhibitors in conduct of business. Terry Ramsaye. Indefinite rates, Pub.

Motor, 572 Madison Ave., New York. (M) Articles on merchandising, services and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.

Motor Freight, 431 S. Dearborn St., Chicago. (Bi-M) News and features on motor truck organizations and maintenance. R. S. Torgerson. 1c, Pub.

Motor Service, 549 W. Washington Blvd., Chicago. (M) Garage technical and management articles. Submit outline. A. H. Packer. Good rates, Acc.

Motor Ship, 192 Lexington Ave., New York. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.

Music Trades, 113 W. 57th St., New York. (M-25) News and features of the trade. W. J. Dougherty. 1c, Pub.

National Bottlers' Gazette, 80 Broad St., New York. (M-50) Features of interest to the soft-drink and beer-bottling trades. W. B. Keller, Jr. \$7.50 page, Pub.

National Carbonator & Bottler, Industrial Life Bldg., Atlanta, Ga. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750 to 1250; news items 50 to 100. 1/4 to 1c, photos 50c to \$1, Pub.

National Cleaner & Dyer, 305 E. 45th St., New York. (M-25) Feature articles; short items 200 to 1000 of cleaning and dyeing trade. Roy Denney. About 2/3c, Pub.

National Clothier, Merchandise Mart, Chicago. (M) Short merchandising ideas, occasional features. Allen Sinsheimer. 1/4c, Pub.

National Jeweler, 536 S. Clark St., Chicago. (M-25) Limited market for illustrated articles with news, merchandising slant, 250 to 500. Francis R. Bentley. 1/4 to 1c, Acc.

National Provisioner, 407 S. Dearborn St., Chicago. (W-20) Practical illustrated merchandising articles on meat packing plants and retail meat stores. Paul I. Aldrich. 1/4c up, Pub.

New England Electrical News, 250 Stuart St., Boston. (M-20) Articles on successful electrical contractors 2500. E. Frost. Flat payment, rate not specified, 30 days after Pub.

Night Club & Ballroom Management, 333 N. Michigan Ave., Suite 501, Chicago. (M) Profit-making ideas on operation of night clubs and ballrooms. C. W. Austin. Indefinite rates, Pub.

Northwestern Confectioner, 707 N. Broadway, Milwaukee. (M-20) Business articles featuring retail, jobbing, manufacturing confectioners 1000 to 1500. G. B. Kluck. Fair rates, Pub.

Northwestern Miller, 118 S. 6th St., Minneapolis, Minn. (W-5) Interviews with prominent head millers and mill superintendents, with pictures, up to 1500; short sketches about second and third generations of millers; merchandising articles about or of interest to flour jobbers. Carroll K. Michener, Mng. Ed. 1/4c, Acc.

Notion and Novelty Review, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin. 1/4c, Pub.

Office Appliances, 417 S. Dearborn St., Chicago. (M) Articles on selling office equipment. Evan Johnson. 30c inch, Pub.

Oil Heat, 167 Madison Ave., New York. (M) Features and news on construction, operation, merchandising of oil burners. A. E. Coburn, Assoc. Ed. 30c inch, Pub.

Optometric Weekly, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.

Outfitter of Eating and Drinking Places, The, 1900 Prairie Ave., Chicago. (M) Illustrated features on merchandising fixtures and equipment to hotels, taverns, clubs, etc. Lewis W. Britton. \$8.50 page (1000 words), Pub.

Pacific Drug Review, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.

Packing & Shipping, 30 Church St., New York. (M-25) Items of interest to transportation, railway, motor trucking, warehouse companies, on packing, loading, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. 1/4 to 1c, photos 50c to \$1, Pub.

Paper Converters & Envelope Industry, 1911-1913 Conway Bldg., Chicago. (M) Articles covering production problems, sales development, merchandising plans, sale policies of manufacturers of paper converted products—envelopes, tags, bags, paper napkins, toilet paper, paper towels, cartons, etc. Frank C. Petrine. 1/4 to 1c, Acc.

Petroleum Age and Service Station Merchandising, 500 N. Dearborn St., Chicago. (M-25) Merchandising of petroleum products and auto accessories by independent jobbers; details of successful oil jobbing concerns. O. F. List. 1/4c, photos 50c, Pub.

Petroleum Marketer, The, 3301 Buffalo Drive, Houston, Tex. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett. 1c up, Acc.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on picture shops, photos. J. C. Raleigh. About 1/4c, Pub.

Playthings, 381 4th Ave., New York. (M) Limited market for toy merchandising features. J. M. Cloud. 1/4c, Pub.

Plumbing and Heating Trade Journal, 515 Madison Ave., New York. (M-25) Articles covering current trends in the plumbing and heating business; unusual merchandising and management methods, views of successful contractors on timely questions affecting the trade, 1000. J. P. Kneilich. Good rates, Pub.

Power, 330 W. 42d St., New York. (M-35) Technical articles on power generation up to 1500, by engineers or power executives. \$10 to \$12 page, 1200 words, Pub.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500 to 1500. Arthur L. Rice. 6/10c, Pub.

Power Wagon, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c, Pub. (Slow to use.)

Printing, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 30c inch, photos 1/4 space rates, Pub.

Progressive Grocer, 161 6th Ave., New York. (M-20) Illustrated idea articles 100 to 200, grocery trade articles, especially success stories, 1200 to 1500, photos. Ralph F. Linder. 1 to 2c, Acc. Original jokes with grocery slant, \$1 each.

Publishers Weekly, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the booktrade. 1500 to 2000. Frederic G. Melcher. 1c, Pub.

Radio & Electric Appliance Journal (including *The Radio Merchant*), 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster, Mng. Ed. Fair rates, Pub.

Radio Weekly, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.

Railway Mechanical Engineer, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

Refrigeration, 711 Glenn St., S.W., Atlanta, Ga. (M-50) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigeration. Hal Reynolds. \$4 column, Pub.

Restaurant Management, 222 E. 42d St., New York. (M-25) Pictorial shorts; short articles on cafeterias, counter lunch rooms, store and industrial restaurants. Short ideas. J. O. Dahl. 1c up, Acc.

Retail Bookseller, The, 55 5th Ave., New York. (M-15) Articles of practical interest to booksellers and rental library proprietors, 1500 to 2500. Francis Ludlow. 1c, Acc.

Retail Digest, 222 N. Bank Drive, Chicago. (M-5) Short fact items on furniture and major appliance merchandising; feature articles usually only on assignment. K. A. Ford. 1c, ads 50c, photos \$2 plus photographer's bill on ordered photos, Pub.

Retail Ledger, 1346 Chestnut St., Philadelphia. (M-25) Articles on air conditioning installations; successful liquor departments; sales of sporting goods and of men's wear, all in department stores, 800 to 1000. John F. Guernsey. 1c to 1 1/2c, photos \$3, Acc.

Retail Tobacconist, 117 W. 61st St., New York. (2M-15) Articles on business methods of successful tobacconists 500 to 1500. H. P. Patrey. 1/4c, Pub.

Rock Products, 330 S. Wells St., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.

Rough Notes, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to fire and casualty insurance salesmen. Irving Williams. Fair rates, Pub.

Rubber Age, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$10 page, Pub.

San Francisco Styles and Selling, 310 Sansome St., San Francisco. (M) Very brief selling ideas used by Western dry goods, department and general stores. 20c inch, photos \$2, Pub.

Seed World, 325 W. Huron St., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 1/4c, Pub.

Shoe Repair Service, 702 Commercial Bldg., St. Louis, Mo. (M-Gratis) Constructive trade articles 250 to 1500, fact items, fillers 50 to 100, jokes. A. V. Fingulin. 1/4 to 1 1/2c, Pub. (Overstocked on verse.)

Soda Fountain, The, 420 Lexington Ave., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda, lunches, up to 1000. V. E. Moynahan. 1c, Pub.

Southern Florist and Nurseryman, 120 St. Louis Ave., Ft. Worth, Tex. (W) Regular correspondents provide news of Southern states. Aaron Smith. 1/4c, Pub.

Southern Funeral Director, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians. Hal Reynolds. \$8 page, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta, Ga. (M-15) Illustrated articles on management and merchandising methods in southern hardware stores. 1c up, Pub.

Southwestern Baker, 542 M. & M. Bldg., Houston, Tex. (M-10) News and features of Texas, Alabama, Florida, Georgia, N. Carolina, S. Carolina, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma and New Mexico baking industry. Charles Tunnell. 1/4 to 1c, photos \$1, Pub.

Southwestern Bottler, P. O. Box 1242, San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Ruel McDaniel. 1/4c up, Pub.

Spice Mill, The, 106 Water St., New York. (M-35) News and articles on tea, coffee, spices, condiments and flavorings. Limited market for brief articles. C. S. Sewell. 1/4 to 1c, Pub.

Sporting Goods Dealer, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on merchandising, store arrangement, news. C. T. Felker. 1/4c up, Pub.

Sporting Goods Journal, 400 W. Madison St., Chicago. (M) Specific feature articles describing merchandising programs of sports stores, 500 to 1000; photos. Ames A. Castle. 1/4c up, Pub.

Starchroom Laundry Journal, 305 E. 45th St., New York. (M-25) Feature articles on laundry business, 1000. Frank Black. 1/4c to 1c, Pub.

Syndicate Store Merchandiser, 953 Broad St., Newark, N. J. (M-20) Illustrated articles on 5, 10 and \$1 chain store merchandising displays up to 1000. P. J. Beil. 1c up, Pub. Shorts on unusual window and counter displays, up to 100, 1/4 to 1c, Pub.

Tires Magazine, 420 Lexington Ave., N. Y. (M-25) Merchandising and servicing articles on tire retailers and superservice station operators 1500 to 2000. Jerome T. Shaw. 1/4 to 1c, news items 25c inch, fillers 1/4c, photos \$2, Pub.

Toilet Requisites, 30 Rockefeller Plaza, New York. (M-35) Verified interviews with drug or department store buyers or higher executives concerning toiletries retailing in cities 25,000 or over. Photos. No general stories. S. G. Swift. 1c, Acc.

Toys and Novelties, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250 to 1200. John J. Welsh. 1/4c, Pub.

Toy World, 56th and Chestnut Sts., Philadelphia. (M) Regular correspondents in leading Western cities. Toy features. Kenneth A. Heale. 1/4c up, Pub.

Underwear and Hosiery Review, 93 Worth St., New York. (M) Protected correspondents in principal cities. News and merchandising features. Bertram M. Lehar. 1 1/4 to 2c, Pub.

United States Tobacco Journal, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

Upholstering, 373 4th Ave., New York. (M) Articles of dollars-and-cents value to makers of upholstered furniture, both manufacturing and work room. Pub. (Not in market yet.)

Voluntary and Cooperative Groups Magazine, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000 to 2000. Gordon Cook. 1/4c, photos \$1, Pub.

Welding Engineer, 608 S. Dearborn St., Chicago. (M) Technical and practical articles of interest to welding departments and shops. F. L. Spangler, 1c, Pub.

Western Beverage, 312 E. 12th St., Los Angeles. (M-25) Articles covering winery and spirits industries of West. P. T. Carre, Mng. Ed. Pub. Rates not at hand.

Western Brewing World, 420 S. San Pedro, Los Angeles. (M) News and features of brewing industry of West. Robt. J. Pritchard. Query on features. Good rates. Pub.

Western Confectioner and Ice Cream News, 420 S. San Pedro St., Los Angeles. (M-25) News and features of Western candy, ice-cream, fountain trade. Query on features. Robert Pritchard. 25c inch, Pub.

Western Furniture Retailing, 180 New Montgomery St., San Francisco. (M) News and features of the trade. Philip W. Battelle. 1c, Pub. (Overstocked.)

Western Hotel Reporter, 681 Market St., San Francisco. (M-15) Illustrated articles of interest to hotel and restaurant men. 1500. Jay G. Hilliard. 20c inch, Pub.

Western Plumbing & Heating Journal, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Pub.

Wholesale Druggist, 330 W. 42d St., New York. (M) Concrete drug business articles concerning bona fide wholesale druggists. Jerry McQuade. 1c up, Pub.

Wine Review, 420 S. San Pedro St., Los Angeles. (M-25) Articles of interest to wineries; news items. Query on features. Robert J. Pritchard. 25c inch, Pub.

Wood Construction, Xenia, O. (M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art, Pub.

Wooden Barrel, The, 511 Locust St., St. Louis. (M) Promotional articles on cooperage industry to appeal to customers, articles on wooden barrels in use in various industries, 1000; new markets. Lynn C. Mahan. 1c, Pub.

LIST D

Juvenile and Young People's Publications

Ambassador, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 3000. Travel, biographical, practical articles 1500 with illustrations; verse. Novella Dillard Preston. 1/2c, poems \$1 to \$2.50, Acc.

American Boy, The, 7430 2d Blvd., Detroit, Mich. (M-10) Boys, high-school and college age. Short-stories 2500 to 4500; Western, mystery, small-town, farm, science, sports, detective; overstocked with serials; fillers 300 with action photos on achievements of boys. George F. Pierrot, Mng. Ed. 2c up, Acc.

American Girl, 570 Lexington Ave., New York. (M-15) Ages 10 to 17. Girl Scouts publication. Action short-stories 2500 to 3700; articles 1500 to 3000. Anne Stoddard. 1c up, Acc.

American Newspaper Boy, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories of adventure, inspiration, modern newspaper carrier boy characters, 2000 to 3000. Bradley Welfare. \$10 each, Pub.

Boy Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Medium ages. Winter short-stories 1800 to 2000, serials, articles, miscellany, 1/3c up, Acc.

Boys and Girls, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys and girls up to 12. Short-stories 600 to 1000, short serials, verse, occasional brief articles on nature, science, things-to-do. Mrs. W. B. Ferguson. 1/2c, Acc.

Boy's and Girl's Comrade, Gospel Trumpet Co., 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 15 chapters; 12 to 6 stanzas. L. Helen Percy. \$2 to \$2.50, photos 25c to \$1, Pub.

Boys' and Girls' Newspaper and Story Magazine, Parents Mag. Affil. Press, 9 E. 40th St., New York. (2-M-10) Boys and girls, all ages. Short-stories 1500 to 2200; news articles, feature articles, with photos, 100 to 200; departments. Charles G. Muller. 1c up, Acc.

Boys' Comrade, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Ages 13 to 17. Short-stories 2000 to 2500; serials 8 to 10 chapters; illustrated articles 100 to 1500; verse; miscellany. Glenn McKrae. \$3.50 per M., Pub.

Boys' Life, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000 to 4500; serials 2 to 6 installments of 500; articles up to 2000. James E. West; Irving Crump, Mng. Ed. 1c, Acc.

Boys' Magazine, 186 5th Ave., New York. (M) Boy Rangers of America official organ, boys 8 to 12. Staff-written.

Boys' World, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200 to 2700; serials 4 to 8 chapters, 2200 to 2400 each; scientific news items with photos; successful boys (photos), occupation items, 500; verse, 12 lines. D. C. Cook III, Ed.-in-Chief; Thomas S. Huntley, Mng. Ed. Good rates, Acc.

Canadian Boy, United Church Publications, 299 Queen St. W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace. 1/2c, Acc.

Canadian Girl, United Church Publications, 299 Queen St. W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Archer Wallace. 1c, Acc.

Catholic Boy, The, Andrews Hotel, Minneapolis, Minn. (M-10) Wholesome action short-stories 2200 to 2500; articles for boys. J. S. Gibbons. 1/4 to 1c, Pub.

Catholic Girl, The, 20 Prospect St., Terryville, Conn. (M-15) Girls, high-school age. Wholesome, entertaining, not pietistic short-stories 2500; vocational articles 1500 to 2500. Mrs. Margaret H. Sullivan. About 1/2c, Pub.

Challenge, The, Baptist Sunday School Board, 161 8th Ave., N., Nashville, Tenn. (W) Young People, 17 years up. Adventure, achievement short-stories 1500 to 2500; descriptive, biographical, travel articles up to 2000 (authorities must be cited); verse. Wallace Greene. 1/2c, verse \$1 to \$2.50, Acc.

Child Life, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-25) Ages up to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. 1/2 to 1c, Pub. (Overstocked.)

Children's Play Mate Magazine, 3025 E. 75th St., Cleveland, O. (M-15) Boys and girls up to 14. Mystery, adventure short-stories 1000 to 1800; nursery stories; imaginative verse 1 to 5 stanzas; foreign photos. Esther Cooper. 1c, verse 25c line, Acc.

Child's Own, The, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories, verse. Rev. D. B. Rogers. 2/5c, Pub.

Christian Youth, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000 to 2200; fillers; nature, fact, how-to-make-it articles 300 to 1000; bible puzzles. Charles G. Trumbull; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1, Acc.

Classmate, Methodist Book Concern, 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome short-stories 2500 to 3500; serials 30,000 to 40,000; illustrated articles 1000 to 2500; fact items 200 to 1000; verse. A. D. Moore. Fillers 1/2c up, fiction 1c up, verse \$5 to \$1, 60 days after Acc.

Dew Drops, D. C. Cook Pub. Co., Elgin, Ill. (W) Children 5 to 8. Short-stories 800 to 900; short articles, editorials 250 to 300; verse up to 12 lines. Good rates, Acc.

Epworth Herald, 740 Rush St., Chicago. (2-M-10) Articles and short-stories of interest to young Methodists, high school, college ages, 1000 to 1800; serials 5000 to 10,000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. About 1/2c, verse about 15c line, Pub.

Epworth Highroad, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 6 chapters; illustrated articles 1000 to 1800; short poems. R. L. Hunt; Miss Rowena Ferguson. 1/2c to 1c, verse 25c line, Acc.

Forward, Presbyterian Bd. of Christian Education, Witherspoon Bldg., Philadelphia. (W) Young people, 18 to 23 years. Short-stories 3000; serials not over 8 chapters of 3000 each; illustrated articles 700 to 1000. John T. Faris. 40c per 100 words, Acc.

Friend, The, United Brethren Pub. House, Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000 to 2500; serials 5 to 8 chapters; informational, inspirational articles 100 to 800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c up to \$2, Acc.

Front Rank, The, Christian Bd. of Pub., Beaumont and Pine St. Louis, Mo. (W) Young people and adults. Moral short-stories 2500 to 3500; serials 20,000 to 25,000; illustrated articles; poems; editorials; fillers; photos. \$3.50 per M., Acc.

Girlhood Days, Standard Pub. Co., 9th and Cutter Sts., Cincinnati, O. (W) Girls 12 to 18. Winter short-stories 1800 to 2000; serials; miscellany. 1/3c up, Acc.

Girls' Circle, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Girls 13 to 17. Short-stories 2500; serials 8 to 10 chapters; illustrated articles 100 to 2000; poems up to 20 lines. Frances Woolery. \$3.50 per M., Pub.

Girls' Companion, D. C. Cook Pub. Co., Elgin, Ill. (W) Girls 15 to 18. Short-stories 2000 to 2500; serials 2 to 6 chapters, 2500 each; illustrated occupation articles 150 to 1000; editorials 100 to 400. Margaret M. Stone. Good rates, Acc.

Girl's World, Am. Baptist Pub. Society, 1701 Chestnut St. Philadelphia. (W-2) Girls 12 to 16. Wholesome action short-stories 2500; serials of 2500-word chapters; informative articles 200 to 800; character-building editorials up to 500; photos. Miles W. Smith. \$4.50 to \$5 per M., Acc.

Guildman, The, Fisher Body Craftsman's Guild, 3044 W. Grand Blvd., Detroit, Mich. (M) Boys 12 to 19. Adventure short-stories 2500 to 3000, also 800 to 900. W. S. McLean. Rates not stated.

Haversack, The, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (W) Boys 12 to 17. Short-stories 2000 to 3500; serials 4 to 10 chapters; articles 1000 to 1500, preferably with photo illustrations; miscellany. 1/2c up, Acc.

Institute Leaflet, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories, serials, verse. Rev. D. B. Rogers. 2/5c, Pub.

Jewels, United Church Publications, 299 Queen St. W., Toronto, Canada. (W) Material for small children. 1/2c, Pub.

Junior Catholic Messenger, 124 E. 3d St., Dayton, O. (W) Boys and girls 3rd and 4th grade age. Short-stories, simple vocabulary, up to 600; short fillers, jokes, verse. Mrs. Mary Pfau Fisher. 1/4 to 1c, Acc.

Junior Joys, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12. Miss Mabel Hanson.

Junior Life, Standard Pub. Co., 9th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Winter short-stories 1500 to 1800; serials, verse, 1/3c, Acc.

Junior World, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories up to 2100; serials 8 to 12 2100-word chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Pub.

Junior World, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia (W-2) Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Miles W. Smith. \$4.50 to \$5 per M., Acc.

Little Folks, The, Augustana Book Concern, Rock Island, Ill. (W) Children 5 to 8. Religious short-stories up to 450; verse; photos. Mrs. Edith Cling Palm, Hector, Minn. ¼c. Pub.

Lutheran Boys and Girls, Lutheran Pub. House, 1228 Spruce St., Philadelphia (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

Lutheran Young Folks, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Boys and girls over 14, illustrated descriptive articles; short-stories 3000 to 3500; serials 6 to 12 chapters. Fair rates, Acc.

Mickey Mouse Magazine, Hal Horne, Inc., 551 5th Ave., New York. (M-25) Humorous juvenile short-stories up to 1000; jokes, rhymes, games, puzzles, cartoons. Good rates, Pub.

Olive Leaf, Augustana Book Concern, Rock Island, Ill. (W) Boys and girls, 8 to 12. Religious stories 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. ¼c to ½c. Pub.

Onward, Box 1176, Richmond, Va. (W-3) Presbyterian; young people. Character building short-stories, serials, short articles, editorials. Miss Clarabel Williams. \$3 to \$5 per M., Acc.

Onward, United Church Publications, 229 Queen St., W. Toronto, Canada. (W) Young people. Short-stories, articles, serials, verse, photos, nature and science material. ¼c. Pub.

Open Road for Boys, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000 to 3500; serials up to 40,000; articles 1000 to 1500. Clayton H. Ernst. Up to 1c. Pub.

Our Little Folks, United Brethren Pub. House, Dayton, O. (W) Children 4 to 9 years. Short-stories 300 to 600. J. W. Owen. Up to ½c. Acc.

Picture Story Paper, Methodist Book Concern, 420 Plum St., Cincinnati, O. Children 4 to 8. Short-stories 300 to 800, verse. Ethel L. Smither. ½ to 1c. Pub.

Picture World, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400 to 800, verse. \$5 per M., verse 50c stanza, Acc.

Pioneer, The, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Boys 11 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters 2500 each; illustrated articles 800 to 1000; verse. John T. Faris. \$3.50 per M., photos 50c up, Acc.

Playmate, United Church Publications, 299 Queen St., W. Queens' Gardens, Presbyterian Bd. of Christian Education, 420 Witherspoon Bldg., Philadelphia. (W) Girls 11 to 15. Short-stories 2500 to 3000; serials 6 to 8 chapters, 2500 each; illustrated travel, nature, biography, history, handiwork articles 300 to 1000; verse; editorials. John T. Faris. Up to \$3.50 per M., Acc.

Playmate, United Church Publications, 299 Queen St., W. Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories, serials, verse. ¼c. Pub.

Portal, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Girls 12 to 18. Wholesome action short-stories 1500 to 3000; serials 20,000 to 25,000; vocational, project articles on assignment only; editorials. Wilma K. McFarland. 1c, verse \$5 to \$10, approx. 60 days after Acc.

Scholastic, 250 E. 43d St., New York. (W-5) Articles, essays for high-school readers, English literature, cultural subjects, historical events, social and student problems, 500 to 1500; jokes. Kenneth M. Gould. 1c. Pub.

Sentinel, The, 161 8th Ave., N., Nashville, Tenn. (W-5) Girls and boys 9 to 12. Short-stories; biographical, historical, scientific, discovery articles with illustrations 500 to 1000; short poems. Novella Dillard Preston. ½ to ¾c; poems \$2.50. Acc.

Shining Light, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W-5) Children 5 to 9. Moral, character-building, religious short-stories 500 to 1000; nature, religious verse; photos of nature, children. L. Helen Percy. \$2 to \$2.50 M., Pub.

St. Nicholas, 419 4th Ave., New York. (M-25) Boys and girls 8 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse. Chesla Sherlock; Vertie A. Coyne, associate. 1c up, verse 25c line, Acc.

Stories, Presbyterian Bd. of Christian Ed., 420 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500 to 800. Elizabeth S. Whitehouse. Up to ¼c, verse 25c for 4 lines, Acc. (Overstocked on general material.)

ville, Tenn. (W) Children 4 to 8. Short-stories 400 to 700;

Storyland, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000; poems up to 20 lines; handicraft articles 300 to 500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M., Pub.

Storytime, Baptist Sunday School Bd., 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 400 to 600; articles and suggestions for playthings children can make 100 to 300. Verse. Agnes Kennedy Holmes. ¼c. Acc.

Story World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 300 to 900; verse. Miles W. Smith. \$4.50 to \$5 per M., Acc.

Sunday Companion, The, 256 Broadway, New York. (W) Catholic juvenile fiction; current events, miscellany. M. A. Daily. Rates not stated.

Target, Methodist Book Concern, 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Short-stories 1500 to 3000; serials of character development 20,000 to 30,000; articles with photos 1200 to 1800; editorials 300 to 700; verse 8 to 20 lines; fact items, fillers, 200 to 500. Alfred D. Moore. ½c to 1½c, verse \$2.50 up, 60 days after Acc.

Tiny Tower, (Tower) 55 5th Ave., New York. (M) Younger children. Short-stories, novelty one-page features. Bosco Cass. Rates not stated.

Torchbearer, The, M. E. Church So., 810 Broadway, Nashville, Tenn. (W) Girls 12 to 17. Short-stories 2500 to 3500; serials 2 to 10 chapters; articles 1000 to 2000; editorials 500 to 700; verse. Rowena Ferguson. ¼c up, Acc.

Watchword, The, 240 W. 5th St., Dayton, O. (W) United Brethren denomination. Short-stories 1500 to 3000; serials for young people; miscellany. E. E. Harris. \$1.50 to \$2 per M., Acc.

Wee Wisdom, Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. (Overstocked.)

What To Do, D. C. Cook Pub. Co., Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500; serials 2 to 6 chapters 2500 each; short information 300 or less; editorials up to 500. Good rates, Acc.

Young America, Eton Pub. Corp., 32 E. 57th St., New York. (W-10) Adventure short-stories 1000, serials 20,000, educational articles 1000. J. Louis Quinn. 2c. Pub.

Young Canada, Presbyterian Pubs., 73 Simcoe St., Toronto, Canada. (W) Teen-age boys' and girls' material. Rates not stated.

Young Catholic Messenger, 124 E. 3d St., Dayton, O. (W) Boys and girls, junior high age. Short-stories up to 1200, high ideals. Mrs. Mary Pfau Fisher. ¼ to 1c, Acc.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-3) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane. ¼c. Acc. Verse, no payment.

Young Israel, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200 to 2000; verse. Elsa Wehl. Under 1c, verse \$3 to \$5. Acc.

Young People, Amer. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys and girls 17 years up. Character-building short-stories 2500; serials of ten 2500-word chapters; illustrated articles up to 2000; miscellany. Miles W. Smith. \$4.50 per M., poems \$1 up, photos 25c up, Acc.

Young People, The, Augustana Book Concern, Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates, payment quarterly.

Young People's Friend, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories 1000 to 2500; serials 8 to 15 chapters; verse 3 to 8 stanzas. L. Helen Percy. \$2 to \$3 M., Pub.

Young People's Paper, Am. Sunday School Union, 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories, up to 2500; serials 13,000; fillers 200 to 800. \$4 to \$5 per M., Acc.

Young People's Weekly, D. C. Cook Pub. Co., Elgin, Ill. (W) Ages 17 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500. Good rates, Acc.

Young Soldier and Crusader, The, General Bd. of Religious Ed., 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories, verse. Rev. D. B. Rogers. 2/5c. Pub.

Youth's Comrade, The, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 12 to 16, high-school ages. Miss Edith Lentz.

Youth's World, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys, teen ages. Short-stories 2500; serials 2500 each chapter; short articles; character-building editorials up to 500; handicraft; fact items; photos. Miles W. Smith. \$4.50 to \$5 per M., Acc.

HOW TO WRITE HUMOR

Six articles in *The Author & Journalist* are a result-producing guide to profitable sales.

"Writing Radio Humor," Greene	June, 1932
"This Funny Business," Rolfsen	Aug., 1932
"Cheer for Non-Cartoonists," Herman	Feb., 1933
"Paragraph Production," Rolfsen	April, 1933
"Writing Jokes for Boisterous Magazines," Mow	Jan., 1934
"It's a Laff!," Rolfsen	Aug., 1934

We will send all six issues to you so long as supply lasts, containing many other valuable articles, for \$1.

THE AUTHOR & JOURNALIST, 1837 Champa St., Denver, Colo.

HAVE YOUR PUBLISHED STORIES BOUND IN PERMANENT FORM

A large number of stories can be bound under one cover with title gold-stamped on the back-bone. Further particulars on request.

PRICE SCHEDULE

Fabrikoid, any color, gold-stamped on backbone

7x10 size	\$2.75 per Vol
9x12 size	3.00 per Vol.
11x14 size	3.25 per Vol.
12x17 size	3.50 per Vol.

Express or parcel post charges are extra.

THE AUTHOR & JOURNALIST

1839 Champa Street Denver, Colorado

IN WRITING TO ADVERTISERS, MENTION
THE AUTHOR & JOURNALIST

THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

West, which was recently purchased from Doubleday, Doran & Co., by Edmund Collier and Lincoln Hoffman, maintains its business offices at 220 W. 42nd St., New York. However, Mr. Collier writes, "I am editing the magazine from Garden City. Manuscripts addressed to *West*, Garden City, N. Y., will reach me, and authors will get quicker service than if they address them to the New York office. We are wide open and eager to see stories from new authors in short-story lengths under 6000 words, novelettes of 10,000 or 12,000, and complete novels of 30,000 words flat. There will be no change in editorial policy." In the past, *West* has been paying 1/2 cent a word up, on acceptance.

Detective Tales, 205 E. 42nd St., New York, a new member of the Popular Publications group, desires emotional, not sentimental stories against a crime background. Strong, dramatic situations, with glamour and woman interest are sought. Short-story lengths up to 4000 and novelettes of 9000 and 15,000 words are preferred. Rates, 1 cent a word, on acceptance.

The American Press, 225 W. 39th St., New York, "is very much in the market for certain types of contributions," writes Percy B. Scott, editor. "We would like success stories of men engaged in the newspaper field—and that includes every branch of newspaper production: editorial, reportorial, business office, advertising, and all mechanical ends. Also stories involving problems and their successful solution in the various branches of newspaper production." The publication also is interested in the types of true newspaper experience stories outlined in its prize contest announcement elsewhere in this issue. Regular rates and methods of payment are not stated.

Real America, 666 Lake Shore Drive, Chicago, through Edwin Baird, editor and publisher, announces a liberal policy for fiction. "Stories need not conform to any special type, nor need they deal with any particular theme or subject. They may be of any sort—sex, love, adventure, mystery, detective, crime, weird, supernatural, occult, Western, scientific, pseudo-scientific, or anything else. They may be tragic or comic, serious or humorous, realistic or romantic. There are no restrictions, no taboos. Any length from 1000 to 10,000 words. Quick decisions; prompt payment at good rates."

Mademoiselle, 485 Madison Ave., New York, using short-stories of 1000 to 5000 words, articles of the same length, cartoons and cartoon ideas, is edited by Desmond Hall, who writes: "We are looking for a more intelligent type of material than formerly. We are definitely not restricted to formula stories." Rates are 2 cents a word on acceptance.

Young America, issued by the Eton Publishing Corp., at 32 E. 57th St., New York, is in the market for adventure short-stories of around 1000 words, and serials of 20,000 words. It uses articles, educational features, and the like, around 1000 words, according to J. Louis Quinn, editor. Payment is promised at 2 cents a word on publication.

Story has moved from 20 E. 57th St., to 432 Fourth Ave., New York.

Breezy Stories and Youngs, 55 W. Third St., New York, using love stories with sex interest, sends the following new length requirements: Short-stories, 4000 to 5000 words; novelettes, 8000 to 10,000 words. Phil Painter is editor. Payment is at 1 cent a word on acceptance for all rights.

G-Men, 22 W. 48th St., New York, has superseded *Secret Service Detective Stories* of the Thrilling group. As announced previously, it desires stories centering around the activities of the Federal Bureau of Investigation in lengths of 1000 to 8000 words. Leo Margulies is editor. Rates paid are 1 cent a word up, on acceptance.

Arts & Decoration has been purchased from the Hanrahan Publishing Co. by a group headed by Robert M. McBride of the book publishing firm bearing his name. The new company, McBride, Andrews & Co., has established offices at 116 E. 16th St., New York. Barrett Andrews, vice president, will be editor and publisher of the magazine beginning with the September issue. *Arts and Decoration* will continue to deal with gardening and home decoration, but its editorial appeal will be broadened to include classical and American home furnishings.

Dime Adventure, 205 E. 42nd St., New York, is a recent addition to the Popular Publications group, using adventure, Western, sport, and detective fiction. Short-stories of 4000 to 5000 words are desired, and novelettes of 12,000 to 25,000 words. No woman interest is wanted. Rates are 1 cent a word up, on acceptance.

Clues-Detective Stories, 79 7th Ave., New York, now desires novelettes from 9000 to 15,000 words in length, in addition to short-stories up to 5000 words. Rapid-action detective fiction with a woman interest is used by this Street & Smith magazine under the editorship of F. Orlin Tremaine, and rates paid are 1 cent a word on acceptance.

Ranch Romances, 578 Madison Ave., New York, announces new length requirements. Fanny Ellsworth, editor, writes: "We are changing our policy somewhat as to the length of stories, although not at all as to kind of stories. From now on, we shall be using short-stories anywhere from 4000 to 6000 words in length, with perhaps an occasional one of 6500 or 7000 words, but none longer. Novelettes will suit us best when anywhere from 10,000 to 12,000 words in length, and novels when from 25,000 to 30,000. Serials will have to stay under 60,000 words." *Ranch Romances* uses Western love stories, paying 1 cent a word on acceptance.

Romantic Stories, 529 S. 7th St., Minneapolis, Minn., in addition to first-person confession stories up to 4500 words and serials up to 15,000 words, uses 1000 to 1500-word short shorts. Payment is on acceptance at from 1 to 1 1/2 cents a word.

Rural Progress, 22 W. Monroe St., Chicago, pays 3 cents a word and up on acceptance for material, "but is looking for material worth the 'up'," writes L. K. Childers, editor. It seeks illustrated feature articles of Mid-West interest, also short-stories with wide appeal, 1200 to 1800 words in length, and jokes, art work, cartoons, cartoon ideas, and photos.

Redseal Western, 67 W. 44th St., New York, is a new member of the Periodical House group edited by Rose Wyn. It is in the market for Western short-stories and novelettes. Payment at about 1 cent a word shortly after acceptance is offered.

Wu-Fang, 205 E. 42nd St., New York, is a magazine using exciting Chinese stories and issued by Popular Publications, Inc. Rates are 1 cent a word up, on acceptance.

Dime Mystery, 205 E. 42nd St., New York, of the Popular group, using stories of chills, thrills, terror, and love, is edited by Rogers Terrill who sends this note: "The love interest, even in novel lengths, should not be stressed. It should be used for motivation and climax only." Rates are 1 cent a word on acceptance.

Spicy Mystery Stories, 900 Market St., Wilmington, Del., reports that it is anxious to see mystery yarns. These should be short and of a spicy nature. Payment is reported to be at rates up to 1 cent a word, on acceptance.

Magazine Publishers, 67 W. 44th St., New York, are preparing to bring out in October a new detective magazine, the title of which has not yet been released. It is looking for 10,000-word detective novelettes, with a police (not private) detective lead, good action, and slight woman interest, if any. This company pays rates of 1 to 2 cents a word on publication.

Bill Barnes Air Trails is the new title of *Bill Barnes, Air Adventurer*, published by Street & Street at 79 7th Ave., New York. F. Orlin Tremaine is editor of this magazine, which uses air short-stories in 3000 to 5000-word lengths, paying 1 cent a word on acceptance. The novels used usually are arranged for.

Top Notch Magazine, 79 7th Ave., New York, no longer is calling for short short-stories. It has reduced its preferred novelette lengths to from 9000 to 15,000 words. Good rates are paid on acceptance for stories of the outdoor adventure type.

A new romantic Western magazine under the editorship of F. Orlin Tremaine is being launched by Street & Smith, the title to be released later. Short-stories of 4000 to 5000 words and novelettes of 8500 to 15,000 words will be used; payment at 1 cent a word on acceptance.

Nudeal Publishing Co., Inc., Wilmington, Del., has launched a new string of sex magazines. The titles are, *Sizzling Detective Mysteries*, *Sizzling Romances*, *Ginger*, and *Stolen Sweets*. No information is at hand as to rates or methods of payment.

Pleasant Living, 107 N. Eighth St., St. Louis, Mo., a magazine of home interest issued by the Comfort Publishing Co., "is in the market for romances and mystery stories of from 1500 to 2500 words, for which it will pay a modest sum on publication," writes A. Meyer, editor.

Post Time, 421 Plymouth Court, Chicago, subtitled "America's Authority on Racing," "is in the market for articles and fiction having to do with the art of horse racing," writes Mark Mellen, editor. "Preferred lengths are 1000 to 5000 words. Our rate is up to 1½ cents a word, paid promptly on day of publication."

Today's Astrology, Magna Publications, Mt. Morris, Ill., edited by Irvin Ray and paying 1 cent a word on publication for astrological material, writes: "We will pay \$10 for an astrological cross-word puzzle, if acceptable, and if it contains at least 20 astrological terms."

Tower Radio, 55 Fifth Ave., New York, should be listed as paying on publication. It uses short-stories of radio interest as well as radio fan material, up to 2000 words. Frederick James Smith is editor.

The American Stamp Digest, 142 W. 24th St., New York, will begin publication in October as a philatelic monthly of popular and largely non-technical character designed to appeal to laymen as well as to stamp collectors. It will be of the tabloid format of *Current Digest*, another publication of National Scientific Publications, formerly at W. 103d St. and Riverside Drive, but now at above address. Kent B. Stiles, who will edit the new magazine, writes: "Stamp Digest will pay for editorial material accepted. At the start, payment will be ½ cent a word; if the magazine goes over as we anticipate there will be a new deal. Articles should not exceed 1500 words. Writers with broad philatelic knowledge are invited to submit manuscripts."

Smith's Magazine, published by Smith & Smith, 409 Manhattan Bldg., Milwaukee, Wis., is practically out of business, according to information secured by THE AUTHOR & JOURNALIST as a result of inquiries from readers. A recent development is that members of the firm were summoned into court on criminal charges of using a fictitious title for the purpose of gaining credit. Writers and artists as well as others are unpaid. Only one or two issues of *Smith's Magazine* were published; one issue of a later publication under the title of *Tattle Tale* also was issued by the firm.

The Ladies' Home Journal, Philadelphia, is now edited by Bruce Gould and Beatrice Blackmar Gould, who succeed Loring A. Schuler.

The New Yorker, on September 15, will move from 25 W. 45th St. to 25 W. 43d St., New York.

The Standard Publishing Co., 9th and Cutter Sts., Cincinnati, Ohio, is emphasizing a demand for winter short-stories for its juvenile weeklies. *Girlhood Days*, for girls aged 12 to 18, uses stories of 1800 to 2000 words; *Boy Life*, for boys of medium age, uses similar lengths; *Junior Life*, for children of 9 to 12, uses lengths of 1500 to 1800 words. Payment is at ½ cent a word on acceptance.

Helios, 6 S. Mole St., Philadelphia, Pa., is announced as a literary magazine devoted to fiction and articles on unusual topics, not over 2500 words. Basil Dorien Ramald, editor, writes: "Stark, brutal realism goes with us, as well as the human qualities of pity and tender delineation. Sorry, but no dough right off the bat. Later, perhaps, rates and prizes. We'll consider stuff that conventional magazines won't, but it must have 'that something.'"

Forum, 570 Lexington Ave., New York, is now paying on publication.

The Robert Speller Company has moved from 2 W. 45th St. to 489 Fifth Ave., New York. This is a book publishing concern.

Cheerio, launched in Detroit, Mich., is moving its editorial offices to Chicago.

Wee Wisdom, published by the Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo., is overstocked.

Antiques has moved from 468 Fourth Ave. to 40 E. 49th St., New York.

The Oregonian, Portland, Ore., has recently enlarged its Farm Home and Garden Section, edited by Drew Sherrard, and will use a certain amount of contributed gardening material with a Pacific Northwest slant. During the coming winter a feature is planned, to be called The Distinguished Contributor Column, all material for which will be invited from experts. Payment is at space rates, on the 10th of month after publication.

Discontinued—Suspended

A. A. A. Travel, Washington, D. C.

The Farm Journal, Washington Square, Philadelphia, has recently undergone a reorganization. Arthur H. Jenkins, who continues as editor, writes that the magazine is now in the market for short-stories of 3000 to 4000 words and novelettes of 20,000 words. Payment is at 1 cent a word up, on acceptance.

Love Novels, 30 Irving Place, New York, published by H. K. Fly, asks that its listing be discontinued—indicating, apparently, that it is ceasing publication.

PRIZE CONTESTS

The American Press, 225 W. 39th St., New York, is interested in first-person stories of dramatic reportorial experiences. "We want the 'story behind the story.' Not what the reporter wrote for his paper, but the adventure of the reporter himself in getting the story—the exciting episode, the risk accepted and overcome in covering the assignment. We want real adventure stories of newspaper reporting—true stories, not fictionized in any way, written by the men who lived them. How close, for example, did you ever come to death in the pursuit of news? Did you ever have to fight your way out of a tough spot into which your work as a reporter had pushed you? These are merely suggestions of some of the dramatic phases of newspaper work which have come within the experience of most reporters." Three prizes, \$25, \$15, and \$10, are offered; for other stories published "regular rates" will be paid. The deadline is November 1, 1935. Stories must not exceed 1000 words. All contributions should be marked, "Submitted in Prize Contest."

The New Theatre League, 114 W. 14th St., New York, announces a contest for anti-war and anti-fascist plays, in which a first prize of \$125, second of \$75, and third of \$50 will be awarded. The contest is being held in cooperation with the American League Against War and Fascism. Last year's prize-winner in the New Theatre League contest was "Waiting for Lefty," by Clifford Odets, which has become a sensational Broadway success. The announcement states: "The new social theatres of America, amateur and professional, in churches, colleges, settlement houses, and workers' centers, are asking for plays with which to throw the emotional power of a fighting stage into the struggle against war and fascism. We must supply them with arresting, vital plays which will reach masses of people as yet unaware of this struggle. We must have real people in our plays; they must project social truth through motivated characters and imaginative realism. The problem of offering financial returns on plays of social protest, so that professional playwrights will write for the new social theatre, is being met by contests such as these, which find an instant response. The contest is open equally to the young and to the established dramatists; to all writers interested in the American contemporary scene with its dangers of war and fascism, and to all writers seeking an opportunity to reach the tremendous new audiences of the social theatre throughout the country." Plays are to be 30 minutes to one hour in length; no full length plays considered. Author's name and address are not to appear on the manuscript but must be enclosed in a sealed envelope with the name of play on outside. Send all plays to Repertory Department. Closing date, October 1, 1935.

Manuscripts entered in the contest for best play on Angelo Herndon, the young Negro condemned, under an old slave statute, to 20 years in the Georgia chain gang for the crime of leading a demonstration asking for bread, should be addressed to the New Theatre League Repertory Department, 114 W. 14th St., New York. A prize of \$50 is offered for the best play on this subject, and a further prize of \$50 for the best other play on Negro life. The type of play desired

WE CAN HELP YOU

Twenty years' experience in the judging of manuscripts as editor and authors' agent; an intimate knowledge of present-day market conditions, gathered in the heart of the publishing world; a personal acquaintance with practically every editor of importance in the United States—these should be of service to our clients, shouldn't they? We will give you intelligent, sympathetic help and guidance, and you can count on us for absolute, straight-from-the-shoulder frankness. We want clients who have the will to go forward—we want to help them to go forward.

Mrs. Hardy, who for some time has been taking an active part in the agency, was formerly on the editorial staff of Macmillan Company. She is highly recommended by Harold S. Latham, Ida Tarbell, Henry Goddard Leach, Hamlin Garland, and others.

Send for circular, and for letters of recommendation from George Horace Lorimer, H. L. Mencken, John Farrar, William L. Chenery, William C. Lengel, Garet Garrett, H. E. Maule, Oscar Graeve, William Allen White, Marie M. Meloney, Lincoln MacVeagh, H. C. Paxton, Fulton Oursler, Thayer Hobson, Marjory Stoneman Douglas, H. W. Stokes, and others.

ROBERT THOMAS HARDY, INC.

Robert Thomas Hardy
President

Jane Hardy
Secretary and Treasurer

55 West 42nd Street, New York, N. Y.

SIXTH ANNIVERSARY SALE

A reward for your loyal patronage—writers' supplies drastically reduced in price this month only.

Heavy, kraft envelopes: 25 9x12 and 25 9½x12½, \$1. 25 6x9 and 25 6½x9½, 70c. 50 No. 10 and 50 No. 11, 70c. Ribbons, 3 for \$1.05. Hammermill Bond paper, 500 sheets, 8½x11: light weight, \$1.10; heavy, \$1.40. West of Rockies, add 15%. Samples, 5c. Prices up next month, so hurry!

THE SUPPLY STATIONER, Dept. J
4415 Center Avenue Pittsburgh, Pa.

EXTRA: "Checks," 75c book for authors, FREE on request with an order of \$1.50 or more.

PRACTICAL AID TO WRITERS

by men who sell their own yarns.

We have wide personal market contacts that will prove profitable to you. Inquire for rates. We pay return postage on all scripts.

Walter N. Des Marais & Consultants

Dept. 9N, P.O. Box 1837—Hollywood, California.

Every Author Needs THE WRITER'S MONTHLY

This magazine is a monthly guide for his efforts. It contains monthly marketing lists and news, carefully chosen experience and practical-information articles, and condensed and pointed comment. Many people count on its departmental information. If you are writing regularly, take this magazine regularly.

Subscription price, \$2 a year; 20c a copy on all newstands

THE WRITER'S MONTHLY, Dept. AJ,
Springfield, Mass.



Agnes M. Reeve
Reader-Critic

"That Deft Touch"

"—grand news—I am so very pleased—the acceptance of my fiction (just sold) justifies the time and work we have spent on it together—"
F.B., Terra Haute, Ind., 7/6 '35.

THE same expert assistance that changed this writer's rejections into acceptances is offered to you!

Try our constructive criticism and marketing advice on your stories, articles and poetry . . . THAT DEFT TOUCH which only experience is able to give has reclaimed many a heretofore unsalable manuscript . . . Gratiified clients come back year after year for our help. Particular attention given to beginners . . . Remember, we specialize on the Criticism, Revision, Typing and Marketing of BOOK MANUSCRIPTS.

Send for free catalogue.

THE OLDEST WRITERS' SERVICE

Dept. J Franklin, Ohio
Founded 1893 by James Knapp Reeve

Typing—Revision—Verse Criticism

"Business is good, thanks to your excellent typing." R.G.M. Careful typing, (short-stories, articles, plays, books), 30c per 1000 words. Poems, 1/2c a line. One carbon. Prose revision (rearrangement of awkward phrasing; correction of grammatical errors, unintentional repetition, faulty punctuation and ineffective paragraphing), 30c per 1000 words. Verse criticism, 2c a line.

AGNES C. HOLM

1711-A Spring Street

Racine, Wis.

DON'T INVITE REJECTION SLIPS

Inaccuracy in setting, local color, detail, may bring a rejection instead of a check and lose you what might have been a steady market.

The **Escritoire Verity Service** supplies accuracy that helps sales. At the head of this service is an editor of a great city daily, nationally famed for accuracy in every reference and allusion. A staff of able assistants is at his command to serve you. We enable you to send in your manuscript with the assurance that it is 100% accurate.

Only 60c the 1000 words up to 5000. Thereafter, 35c the 1000.

THE ESCRITOIRE

2701 Monterey

San Antonio, Texas

HELIOS DYNAMITES BRAIN!

New literary mag appears in Sept. Digs deep yet refreshes and sparkles. New bold ideas every writer should absorb; daring. Freedom of speech offered to realistic writers. Special offer: 50c next 3 monthly issues.

HELIOS—6 S. Mole St., Philadelphia, Pa.



PROMPT SERVICE

PHONE TABOR 9701

SEELEMAN-EHRET

PHOTO ENGRAVING COMPANY

COLLEGE and HIGH SCHOOL ANNUALS

ILLUSTRATED and ENGRAVED

COLOR PLATES and ZINC ETCHINGS

COPPER and ZINC HALF-TONES

Denver, Colo. Prompt Mail Service for Publishers and Authors.

WORDS TO WRITERS

By MABLE HINKHOUSE

25c

Post paid

Here is a 32-page book of practical instruction, especially designed to help the new writer. Detailed instructions on manuscript preparation, submission, etc. Chapters on Self Expression—What to Write About—The Writer's Tools—Plot essentials, etc.

The Author & Journalist, 1837 Champa St., Denver, Colo.

is indicated by the announcement, which says: "Today it is impossible, according to the New Theatre League, to attempt authentic treatment of Negro life without writing social drama. The time is past for mystic folk plays, reverberations of the slave songs, or caricatures of the Negro, on the American stage." Plays are to be thirty minutes to one hour in length, in any theatrical form. Author's name and address should not appear on manuscript but be enclosed in a sealed envelope bearing title of play. If the winning plays are produced, the New Theatre League reserves 50 per cent of all royalty returns. Closing date, October 1, 1935.

The *Reader's Digest*, Pleasantville, New York, announces: "Strange or amusing—or sometimes truly inspirational—are the ways of escape that many of us have found to help us get away from it all. For acceptable contributions from readers telling suggestively either of their own constructive techniques of escape behavior or quoting from authoritative sources similar anecdotes about well known people, \$10 will be paid on publication. Offer expires September 30, 1935."

The winner of the Harper Prize Novel Contest for 1935 is H. L. Davis, an American now living in Mexico. The title is "Honey in the Horn," and it is his first novel. More than 1000 manuscripts were submitted in the contest.

Modern Mechanix & Inventions, 529 S. 7th St., Minneapolis, announces that with the November issue it will conduct a cash prize contest offering prizes amounting to \$1750. Watch for details.

The *Atlantic Monthly* \$5000 prize for the most interesting and distinctive book of non-fiction, has been awarded to Mari Sandoz, for a biography of her pioneer father, entitled "Old Jules." The selection was made from 582 competing manuscripts. The book is published by Little, Brown & Co.

GREETING CARD DEPARTMENT

BY DORIS WILDER.

Contributors to Rust Craft Publishers, Inc., 1000 Washington St., Boston, Mass., have been notified of a contest to be conducted by the company—closing date November 1, 1935. Novelty and Humorous Christmas ideas are wanted, and should be addressed to F. M. Wentworth, marked "For Christmas Idea Contest." Fifty dollars will be awarded for the greatest number of ideas accepted; \$25 for the second greatest number, and \$25 for the best single idea, judged solely from a sales standpoint. "All ideas must be humorous, clever or novel, new in thought and to the point, incorporating a wish or greeting. Any paper folds must be simple to avoid trouble in manufacture or sales resistance on counters. Attachments may be suggested, but they must be simple to manufacture and small enough to go through the mail in an ordinary envelope without damage. Those in the habit of developing ideas with sketches either in color or black and white, kindly continue to do so." The company announces that all ideas that are entered in this contest and accepted will be paid for immediately in the regular way at \$5 each. Those not accepted will be promptly returned. "Don't rush material to us until you have carefully analyzed it," contributors are warned. "All ideas will be judged on salability only, so ask yourself before submitting yours: 'To whom can I send it? Would I send it? Would I like to receive it?' And, 'Does it carry a definite message or greeting?' Short and to-the-point captions are salable. Long, wordy greetings or verses are not! Much of the material that is submitted to us is returned because it is old or has been done before by others. Many fall flat for lack of clever ending.

The Surest Way to Fiction Sales

In every field there must always be one dominant, outstanding leader, a position attained through great merit, practical value and service. **THE AUTHOR & JOURNALIST'S** Simplified Training Course invites all those interested in winning success or a greater success in fiction writing to send for the free booklet, "The Way Past the Editor," for a clear, intelligent statement of the value of its training. You will learn how the A. & J. course, Practical Fiction Writing, won its spurs, a peership that is significant to you in that it means you can obtain thorough and professional training in fiction writing, reasonably priced, without any question of its worth and reliability. Send for the interesting booklet now.

Many lose the required message in an effort to be clever."

Williamsburg Publishing Co., 132 Park Row, New York, answered an August inquiry, to the effect that it would be in the market early in the fall for Birthday and other Everyday sentiments, both general in appeal and for relatives. Rate of payment not stated.

White & Wyckoff Manufacturing Co., Holyoke, Mass., expected to be in the market for Christmas and New Year sentiments in September. W. H. Wheeler buys both prose and verse, serious or humorous, and including novelties. He likes terseness, preferring sentiments which pack a real thought back of them to jingles and the "poetry" type of material. 50 cents a line.

AUTHOR & JOURNALIST'S S. T. C.

1835 Champa Street
Denver, Colorado.

Without placing me under any obligation, please send me your free booklet, "The Way Past the Editor."

NAME.....

ADDRESS.....

AJ 9-35

Julius Pollak & Sons, Inc., 141-155 E. 25th St., New York, is interested in some good, conservative, non-religious Christmas material, suitable for general use, not using the first person. Four-liners seem to be most popular with this firm, but prose sentiments "averaging 10 to 15 words that express a thought a little uniquely" are also used. 50 cents a line.

Trade, Technical and Class Journal Department

JOHN T. BARTLETT, EDITOR

EVERY MAN TO HIS FIELD

CASUAL visitor in the A. & J. office recently was a former trade association man whom a large publishing group has paid a high rate for business articles. "Why do writers flounder in the difficult field of fiction," he inquired, "when money is to be made so easily in articles for business papers which anyone can write?"

This man has a business background, writes easily about business things, and, therefore, thinks the task is equally easy for others. We told him of three beginning writers, none of whom was able to qualify for permanent positions on the department editor's staff. They made very poor writers of business articles.

One writer became successful in the detective-story field, regular contributor at excellent rates to a foremost publication.

Another wrote a novel accepted by a New York publisher.

The third had verse published in *Hound and Horn*, wrote critical essays, and has before him, we are sure, a considerable career in poetry.

All three of these lacked the basic qualifications for business writing. They were not in sympathy

with business. They did not, and could not, understand business. They were poor fact-gatherers; writing their material, a basic insincerity manifested itself in lack of clarity, force, and appeal.

In writing, it's every man to his field! The business field is for those who believe in business, glory in business, understand business, and like to write about it. The number of these never seems to be large, so that this field is always one of opportunity.

LITERARY MARKET TIPS

In the Trade, Technical and Class Journal Field

Hardware World, Burnham Bldg., 160 N. La Salle St., Chicago, in addition to hardware selling, covers housewares, china, and glass. "Good photos help to make sales," writes Henry E. Ashmun, editor. "These are paid for at \$1 each. Payment for articles, which should not run over 1000 words, is made within thirty days after acceptance at from 1/2 to 1 cent a word."

Woodworking Machinery, 508 S. Dearborn St., Chicago, George O. McKibben, president, reports no room for any reading matter except descriptions of new woodworking equipment.

DO YOU NEED HELP WITH YOUR SCREEN STORY?

Part of my service is designed to assist you with this problem. Let me point the way to successful screen writing, with its worthwhile rewards.

If your story is salable, **I can sell it!** My record of \$50,000 in story sales last year, and fourteen sales in the past two months, reveals the demand for screen material.

Help me supply the producers with stories. Write today for FREE booklet.

No copyright or revision scheme!

ADELINE M. ALVORD

6605 Hollywood Blvd. Hollywood, Calif.
Dept. AJ9

HERE'S PROOF—

A recent checkup revealed that one-third of our clients had been secured for us by the unsolicited efforts of regular clients. That is because of the friendly personal service we give. If you want attention addressed to your individual needs rather than standardized formula, that is what we offer. And you pay a big part of the cost of working with us with a story we teach you to write.

"FINDING YOU WAS THE TURNING POINT in my career." This experience of a student, now a recognized professional, may be yours.

Our **FICTION APTITUDE TEST** sent free on request.

THE ESCRITOIRE

Walter Harbin, Director

HOME OFFICE: 2701 C Monterey Street, San Antonio, Texas
SALES OFFICE: 151 Fifth Avenue, New York City

STORIES WANTED—AT ONCE!

ALL TYPES, long and short, for immediate marketing through N. Y. Agent. Thorough, helpful criticism given—valuable pointers on writing and selling. Quick checks for salable stuff. Get the type of service you really need! Terms: 10% comm., and \$1. charge on each MS. up to 5,000; over, 20c per 1,000—REFUNDED ON SALE. Trade that story for a check!

CHARLES P. GORDON

Box A-148

Dante, Virginia.

CHAS. ROY COX, Inc.

995-A East Rich, Columbus, Ohio
4 East 53rd St., New York, N. Y.
Granville House, Arundel St., London, Eng.

COMPLETE SALES SERVICE

Send Inquiries And Manuscripts to Columbus

IN WRITING TO ADVERTISERS, MENTION
THE AUTHOR & JOURNALIST

The Feed Bag, 741 N. Milwaukee St., Milwaukee, states, through Managing Editor David N. Steenbaugh, the reason why very little material from west of the Mississippi is purchased. Writes Mr. Steenbaugh: "We have purposely concentrated the circulation of *The Feed Bag* in the northeastern quarter of the United States and in a few of the states in the Southeast such as West Virginia and Virginia which are in the grain and grain product freight transit territory. Manufacture of feed on any scale large enough to warrant advertising is a milling and transit proposition—the grain moving into the mills from the West for processing and then moving on east at rates materially lower than the railroads would charge for a back haul. This traffic arrangement definitely limits the territory in which any one feed manufacturer may operate and we therefore attempt to confine our circulation to the territory which could best be served from Minneapolis, Chicago and Eastern mills. This territory, too, happens to be the best feeding area of the United States. We have no prejudice against the West, but we believe we can make our paper more interesting to our readers if we treat their problems through articles written about dealers located within the territory covered by our circulation."

Highway Engineer & Contractor, Chicago, Ill., is out of business.

N. A. R. D. Journal, 168 N. Michigan Ave., Chicago, reports that space for editorial material is filled for the next several months. G. A. Bender is editor.

Cincinnati Trade Review, 717 Syracuse St., Cincinnati, is out of business.

Radio Today, a "new type of radio magazine for everybody in the radio industry and trade," will begin publication in September, with offices at 480 Lexington Avenue, New York. Dr. Orestes H. Caldwell and M. Clements, who were founders of *Radio Retailing and Electronics*, will be, respectively, editor and publisher. According to Dr. Caldwell, *Radio Today* will be "a central industry organ of radio, serving as a clearing house for all information of importance to all the diversified business groups and workers who now supply the public with broadcasting, radio sets, and radio service."

Automotive Jobber News, 480 Lexington Ave., New York, is a new weekly newspaper for jobber executives and salesmen. The first issue appeared July 22. H. A. Inness Brown is editor; T. R. Langley, associate editor.

Sporting Goods Journal, 400 W. Madison St., Chicago, is paying only ¼ cent a word on publication for illustrated articles describing merchandising programs of sports stores. Ames A. Castle is editor.

Furniture Age, 2225 Herndon St., Chicago, after being issued bi-monthly for the last two years, is once again a monthly, according to J. A. Gary, Editor.

Clubs is the new name for the publication which started as *Elks Club*. Address is now 2750 Lake View Ave., Chicago. Feature material pertaining to management and maintenance of prominent clubs is desired. Grace H. Woolley is managing editor.

The Baltimore Sunday Sun, Baltimore, Md., Mark S. Watson, editor, is a good market for features and news oddities, reports a contributor who has been paid on acceptance at ½ cent a word.

National Bowlers Journal and Recreation Age, 360 N. Michigan Ave., Chicago, reports that it pays 10 cents a word on acceptance for suitable material. It uses short-stories and articles dealing with bowling, billiards, soft-ball, lawn bowling, and hockey. News items, photos, and cartoons are considered.

A PROFESSIONAL TELLS YOU HOW LENNIGER HELP PAYS



Two of our clients' July novels.

"What can you do to earn your commissions?" L. P. Holmes asked me in March. "Try me and see," I answered. Below, he answers his own question:

Dear Lenniger:

I was skeptical when we started as I'd been sadly disappointed by others. After four months I find you indispensable. You've opened five excellent-pay magazines where I hadn't sold. You've sold novels to magazines where I only sold shorts. You secured two book contracts on old magazine yarns I thought had no further value, and obtained definite orders for two other books. You've deluged me with orders and suggestions—and checks. My own capacity of production seems the only limit on your selling ability.

You've sold four magazine novels, two novelettes and ten short stories for \$1,637.50 for me during this trial period. You're a confounded slave-driver, but just what the doctor ordered. I've found the perfect agent and you're hired—permanent!

Salud, my friend,
L. P. Holmes.

Napa, Cal., August 3, 1935.

LAST CALL!

\$1500.00 in Free Literary Sales Training Prizes for Twelve New Writers During August and September.

I am, during August and September, selecting the six new writers EACH MONTH who indicate the best sales possibilities, and will train them in writing to sell for the periods enumerated below—entirely free.

ENTER OUR BEGINNERS' FICTION CONTEST—TODAY!

Below are listed my regular fees for this work:

1st Prize:	MY SALES COACHING FOR ONE YEAR	(Value)	\$400.00
2nd Prize:	MY SALES COACHING FOR SIX MONTHS	"	200.00
3rd Prize:	MY SALES COACHING FOR THREE MONTHS	"	100.00
4th Prize:	MY SALES COACHING ON 40,000 WORDS OF MSS.	"	24.00
5th Prize:	MY SALES COACHING ON 25,000 WORDS OF MSS.	"	15.00
6th Prize:	MY SALES COACHING ON 20,000 WORDS OF MSS.	"	12.00

Total Value of Prizes for Each Month..... \$751.00

All you need do to enter the BEGINNERS' FICTION CONTEST is to submit a manuscript for my regular agency service. Full details, Rules and Entry Blanks will be furnished, without obligation, on request.

If You're a Beginner, you'll find practical professional guidance a sound investment. I charge a nominal reading fee of \$2.00 on manuscripts up to 3000 words and 60c per thousand if longer. Books: 30-60,000 words, \$15.00; 61-80,000 words, \$17.50; 81-100,000 words, \$20.00. Commissions: 10% on American, 15% on foreign sales. Fees waived when we sell \$1,000. worth of your material. Salable manuscripts are immediately recommended to actively buying editors. On unsalable scripts I give a thorough constructive criticism and show you specifically how to revise and replot those which can be made salable.

If You're a Professional, or sell occasionally, I'd like a chance to prove that I can increase Your sales as I did for Mr. Holmes. If you've sold \$1,000. worth of fiction within the last year, I'll handle your work on straight commission; if you've sold \$500. worth in last year, you're entitled to 50% reduction of above reading fee rates.

Send your manuscripts, or write for my market letter and details of the Contest.

AUGUST LENNIGER

Literary Agent
45 West 45th St. New York, N. Y.

ED BODIN'S CORNER

Manufacturing and selling are separate departments. If you know anything about the technique of manufacturing a story, you don't need a collaborator or a college professor, but a salesman.

ED BODIN is a manuscript salesman. His professional readers make editorial comment on every story received. If it needs revision or is not salable, it goes back to the manufacturer with reasons why. If it looks possible, it goes to Bodin to sell.

Bodin doesn't try to be both college professor and salesman. It never works. He knows when he has a salable product. He is looking for writers, not suckers. He says: "The agent who, for a fat fee, kids along a writer, believing in his own heart that that writer won't sell—is dishonest." Write Bodin for personal reply.

ED BODIN, Author's Executive

151 5th Ave., N. Y. C.

MANUSCRIPTS WANTED

Books, stories, plays and articles for submission in U. S. and foreign countries. Personal representation in leading literary centers of the world. Write for FREE details of UNIFIED SALES PLAN.

OTIS ADELBERT KLINE

A-735 4333 Castello Ave., Chicago

GOOD CRITICISM

The only bargain in criticism of a story or article in manuscript is that which returns to the writer the full value of the money invested by him. Criticism cannot always transmute a leaden story into gold, but it can, and should, point the writer to producing better work. For you and I sell what we write only when we become practiced in the conscious art of writing what will sell. If this advertisement attracts you, please send for my circulars.

EDWIN L. SABIN

(Manuscript Critic—Literary Adviser)
Route 1, Hemet, Calif.

AUTHORS AND TYPISTS SUPPLIES

Low Summer Prices: 28 lb. Kraft Envelopes, 25 9x12, 25 9½x12½, \$1; 50 No. 10 and 50 No. 11, 95c (higher next mo.) Ribbons 45c (higher next mo.) Multigraphing. Circular listing other supplies at low prices, on request.

Lee E. Gooch, Box 202, Hernando, Miss.
West of Rockies, add 10%

POETS: (1) SECRETS OF SELLING VERSE; (2) SIGNS Hikers Along the Literary Highway; (3) VERSE TECHNIQUE SIMPLIFIED; (4) VERSE FORMS, OLD AND NEW; (5) THE PRACTICAL RHYMER, handbook-rhyme dictionary; (6) FIRST AID FOR FICTIONISTS, with market list. Nos. 1-2-3-4 include 900 PLACES TO SEND POEMS. Each book, \$1; any 2, \$1.75; 3, \$2.50; 4, \$3.00; 5, \$3.50; 6, \$4.00. Send self-addressed, stamped envelope for Kaleidograph 1935 Prize Program, \$110 cash; free anthology plan, Grapho-Analysis, etc.

KALEIDOGRAPH, A National Magazine of Poetry

(Published Monthly since May, 1929; \$2 a year, 25c copy.)

702 N. Vernon St.

Dallas, Texas

WRITE STORIES THAT SELL!

Don't let anyone tell you, "The new writer has no chance." Clients of mine—every one a "new writer"—have sold to practically all markets, including Saturday Evening Post, Collier's, Red Book, Woman's Home Companion, Ladies Home Journal, Pictorial Review, Cosmopolitan, the action magazines, detective magazines, etc. One sold over \$2,000 worth to one group last year. Many had novels published and plays produced. One had a musical comedy produced.

My Clients Sell . . . Because They Learned HOW to Write to Sell!

I offer Criticism and Sales Service—Collaboration—Coaching. My own work appears in leading magazines. I do for myself what I offer to do for others. If you want to break in, or increase your sales, write for terms.

LAURENCE R. D'ORSAY

119 Marion Building, Hollywood, California

Have You Creative Blindness?

Creative blindness, fatal to most beginning writers, is inability to judge one's own work. It arises as a writer's reaction to his finished story is affected by his strong interest in the subject and the mental experience of putting to paper. The condition is common among novices, occasional among professionals.

It is not necessary for creative blindness to overwhelm you.

Work with The Author & Journalist Criticism Staff as a client.

The Author & Journalist Staff is made up of men who are successfully devoting much of their time to the production and sale of literary material, ranging from verses and short-stories to books. These men ceased long ago to be trammelled by academic theory. They recognize that the objective in writing a short-story or novel is to produce something which sells, and is published and read. They realize that there are hundreds of practical considerations, taken as a matter of course by "insiders," of which the novice is ignorant, yet which can readily be imparted to him.

They know that, for quick training, there is nothing to compare with a plan under which the student produces actual stories, putting his heart into them, then has these studied and analyzed by experts, who report in detail.

Come into The Author & Journalist camp. Let us help you. The fast service of The Author & Journalist Criticism Department sends almost all manuscripts back to their writers within 72 hours of their arrival in Denver.

As Chief of the Criticism Staff, Willard E. Hawkins, founder and editor of The Author & Journalist, reviews all criticisms. It quite often happens that The Author & Journalist Staff is able to give last-minute tips on the manuscript market for the benefit of Criticism Department clients.

The unique Progress Chart, which rates the fiction writer for each of NINETEEN WRITING FUNDAMENTALS, has been termed by many clients as itself worth the full cost of criticism service. At no extra cost, it forms a part of the complete criticism.

All **Author & Journalist** criticisms are detailed. The only policy in force for length, or amount of critic's time used, is that, irrespective of these, everything shall be done to hasten the progress of the client toward actual sales. Methods by which manuscripts can be improved are pointed out, the most likely markets are suggested.

CRITICISM RATES

First 1000 words \$2.00, then 50c a thousand up to 10,000 words; above 10,000, 40c a thousand. Return postage should accompany. Fees payable in advance.

DON'T BE A VICTIM OF CREATIVE BLINDNESS—SEND YOUR MANUSCRIPTS TODAY!

THE AUTHOR & JOURNALIST CRITICISM DEPARTMENT

1837 Champa St., Denver, Colo.

If You Wish Sales Service - - - -

For those readers who are more interested in making an immediate marketing test of their manuscripts than in obtaining criticism and counsel, THE AUTHOR & JOURNALIST Sales Agency is maintained.

It offers major advantages over the writer's individual effort. First, it eliminates resultless and expensive submission and mailing labor. THE AUTHOR & JOURNALIST Staff examines each manuscript expertly against the background of its down-to-the-minute knowledge of magazines and their current editorial needs. If the manuscript is not considered salable, it is returned to the writer at once. A brief letter of opinion accompanies.

If the manuscript is deemed salable, it is expertly offered to magazines in an effort to accomplish a sale. When checks are received from publishers, THE AUTHOR & JOURNALIST makes settlements promptly, less 10% commission, minimum commission, \$4.

To use THE AUTHOR & JOURNALIST Sales Agency, you need only submit your manuscript with reading fee (\$1 for the first 1000 words in each manuscript, 25 cents for each additional 1000) and return postage.

The Agency does not market poetry, photoplays, forlorn hopes, or material of limited appeal. Its services are offered for good fiction and articles. Address—

The Author & Journalist Sales Agency

1837 CHAMPA ST.

DENVER, COLO.

Send for free leaflet, "What Editors Want."